



### CEO Corner



Chuck Trautman

Here we are in October, the month of the gremlins, goblins, witches, ghosts and headless horsemen. Are you ready?

This shapes up to be an especially exciting Halloween month with Ukrainian scandals and impeachment proceedings dominating the news.

When will the idiots, excuse me, our elected officials, return (begin) working on the problems Americans face every day?

The good news is, while they're preoccupied, they can't screw up a good economy.

Enough doom and gloom! The Arizona Marketing Association is fortunate to have bright members having unprecedented success in their businesses. Witnessing those successes is energizing! Be one of our next success stories – join one of our mastermind groups!

On a personal note I was able to take in several Dbacks games the last month of the season. They were fun to watch. They always hustled no matter what the situation was. I think they are set up for a future playoff run. It will be fun to be a fan!

It's nice to see ASU football off to a fine start and my Oregon Ducks also have started fast. The Cardinals? Sorry to be reminded. But as a sports junky, ya gotta watch 'em all! I'm looking forward to a good year with the Coyotes this year and a better year for the Suns . The regular seasons start this month.

It's commercial time...our mastermind member, Matt Quirk, updated our lead page for our \$1 trial offer. You can see it here: [TryAZMA.com](http://TryAZMA.com) If you're not a member, check it out. If you are a member, please pass the link on to a business friend. You can be assured we'll take good care of them!

Until next month,

*Chuck Trautman*

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### IN THIS ISSUE

- Pg 1 CEO Corner**  
Monthly Humor
- Pg 2 Use the Right Words**  
Lipstick Facts  
**Zazu's Corner**
- Pg 3 "OYO – Organize Your Overwhelm."**  
*by Blaine Oelkers*  
Travel with Pets
- Pg 4 Mark Your Calendar**  
Monthly Quotes

### Monthly Humor

#### Open Window



A man visited his doctor for a follow-up appointment.

"Have you been sleeping by an open window like I told you?" the doctor asked.

The man nodded. "Yes, just like you said."

"And is the bronchitis gone now?"

"Not yet. So far the only things gone are my laptop and cellphone."



## Use the Right Words with Kids

Your words have a unique power over your children. What you say to them shapes their personality and guides them as they grow up. The *Inc.* magazine website highlights these phrases that parents should use to help kids grow into well-adjusted adults:

- **“Your practice is paying off.”** Instead of saying, “Great job!” recognize the work that went into an accomplishment. This teaches children the importance of effort in achieving their goals.
- **“I don’t know.”** Admitting that you don’t know something shows children that it’s okay to show some vulnerability. It also demonstrates the value of being honest.
- **“Is that really true?”** This question can help children analyze information. Instead of just saying, “You’re wrong,” encourage them to challenge their assumptions and take other perspectives into account.
- **“I’m sorry.”** Apologizing is necessary to developing healthy relationships. When you say, “I’m sorry,” you show kids that it’s all right to admit mistakes and ask for forgiveness.
- **“What do you think?”** This tells children that you value their opinions. It helps them analyze what they believe, and it could lead you to learning a thing or two.
- **“I hear you.”** Children want to be heard and respected—just like all of us. Even if you disagree, validating their feelings shows that you trust them, and it teaches patience when they don’t understand or when they disagree with someone else.

## Lipstick Facts

Lipstick has been around for a long time, and there are a multitude of facts surrounding this beauty product of which most people will be completely unaware.

The ancient Sumerians were the inventors of lipstick, with women and men crushing stones in order to decorate both their lips and eyes with color over a white lead base.

Lipstick was also worn by the Romans. While most Romans used red wine to stain their lips, those who were particularly wealthy made use of a mixture of focus (a brown algae) and white lead.

The first lipstick that was created in order to be sold commercially was made by the French brand Guerlain all the way back in 1884. That same brand also holds the record for the manufacture of the world’s most expensive lipstick – the KissKiss Gold and Diamonds Lipstick, the cost of which is due to the 199 diamonds that are embedded in the case.

Until very recently, insect or animal parts were a vital part of the formula used to create lipstick.

## Zazu’s Corner

Hello Fans!

By now you know I crossed the rainbow bridge.



However, I continue to watch out for Chuck and share my wisdom from above.

Chuck, through his activities with the Lions Club, has participated in vision screening of over 1,500 kids from elementary through high school so far this year.

He also recently spoke to 53 ASU students at the WP Carey School of Business about marketing.

I bring this up because I observed there are good kids out there of all ages. I think these well behaved, respectful kids, get a bad rap because of a few spoiled brats.

Now Hollywood is another story. That’s where all the spoiled brats and idiots must end up.

In Demi Moore’s new book, she blames her giving up sobriety after 20 years, on her marriage and subsequent divorce from Ashton Kuchar in 2013. She says to please him she participated in threesomes with other women amongst other things. Demi, you could have said, “No”!

And then there’s good old Robert DeNiro. Chuck used to like him in his “tough guy” rolls. That was before he found that the guy carrying and killing with guns in his movies was anti-gun. Isn’t that the definition of a hypocrite?

Why does anyone give a rat’s ass what a movie star or sports star thinks about world issues? Their “takes” are generally from uninformed sources anyway.

Zazu



# OYO - Organize Your Overwhelm!

by Blaine Oelkers



## When the day runs out and there are still things to do...OYO

For most of us, the day ends and there are still things to do. Things to do for you, things for your family and things for your business.

We all have too much to do and too little time to do it. If you don't make enough progress, look out because in walks "overwhelm". You have too many unfinished projects. You have too many people needing your help and your time. As overwhelm increases your stress levels go up and your productivity goes down.

Today, you'll learn a simple solution. It works quickly and effectively to remove overwhelm, decrease stress levels and increase productivity.

## It's called OYO...

## It starts with a Mind Dump

The first step is to Mind Dump everything that's in your mind and on your plate. This could be done on your smartphone or by typing up a list on your iPad, laptop or desktop computer. prefer the old school method of pen and paper. The physical act of writing it out begins to bring your brain to a better place.

[To Continue Reading Click Here](#)



## Travel Tips

### Stress-Free Pet Travel Tips

Our pets are often our best friends and can also make great travel companions providing you make adequate preparations before setting off. Today, it is simpler than ever before to travel with a pet in cars, on trains, and even planes, but it requires correct paperwork completion as well as a variety of premade plans and accessories in order to make sure your trip is a smooth one.

One good tip to make travel with a dog easier is to get hold of an adjustable leash. Taking your pet through any crowded area, such as an airport, especially when you are in a hurry, can be difficult but with an adjustable leash, it will allow you to walk or even run with your dog while freeing up your hands for luggage.

Carriers for dogs and cats have been around for quite some time, and now there are even backpacks in which you can place your animal safely while you are on the move.

While most pets today are microchipped, putting a GPS tracker on their collar while you are traveling is an additional safety-wise move.



## Anecdotes

### The Little Puppy

A shop owner placed a sign above his door that said, "Puppies for sale."

Signs like this always have a way of attracting young children, and soon a boy saw the sign and approached the owner. "How much are you going to sell the puppies for?" he asked.

The store owner replied, "Anywhere from \$30 to \$50."

The little boy pulled out some change from his pocket. "I have \$2.37," he said. "Can I please look at them?"

The shop owner smiled and whistled. Out of the kennel came Lady, who ran down the aisle of his shop followed by five teeny, tiny balls of fur.

One puppy was lagging considerably behind. Immediately, the little boy singled out the lagging, limping puppy and said, "What's wrong with that little dog?"

The shop owner explained that the veterinarian had examined the little puppy and discovered it didn't have a hip socket. It would always limp. It would always be lame.

The little boy became excited. "That is the puppy that I want to buy. I'll give you \$2.37 now, and 50 cents a month until I have him paid for." The shop owner countered, "You really don't want to buy this little dog. He is never going to be able to run and jump and play with you like the other puppies."

The little boy reached down and rolled up his pant leg to reveal a badly twisted left leg supported by a big metal brace. He looked up at the shop owner and replied, "I don't run so well myself, and that little puppy will need someone who understands."

### Mark Your Calendar

Oct 7- National Chocolate Covered Pretzel Day

**Oct 9 – 5:05 to 8:08 Partners Mastermind (Private)**

Oct 12 – Columbus Day

Oct 13 - Father-Daughter Day

Oct 16 - **National Boss's Day**

Oct 17 - Get to Know Your Customers Day

Oct 22 – Smart is Cool Day

Oct 26 – Make A Difference Day

Oct 27 - Navy Day

Oct 28 - National Chocolate Day

Oct 31 - Halloween

Nov 5 - **Tuesday CEO Mastermind (Private)**

## Sales Corner

Some of the content of this newsletter is curated from, WAIT FOT IT....the 26 pages of content we sell for \$97 a month but provide

**FREE to our members**

24 to 26 pages of "cut and paste" newsletter content is **INCLUDED** in your basic \$19.95 per month membership in the Arizona Marketing Association.

You may grab a 30-day trial membership in the AZI om



I CAN'T TAKE ALL THE CREDIT,  
BUT IT WAS MY IDEA TO JOIN THE  
ARIZONA MARKETING ASSOCIATION.

### Monthly Quotes

The best six doctors anywhere, and no one can deny it, are sunshine, water, rest, air, exercise, and diet.  
—Wayne Fields

Success isn't always about greatness. It's about consistency. Consistent hard work leads to success. Greatness will come.  
—Dwayne Johnson

To invent, you need a good imagination and a pile of junk.  
—Thomas Edison

No story lives unless someone wants to listen. The stories we love best do live in us forever.  
—J.K. Rowling

All progress takes place outside the comfort zone.  
—Michael John Bobak