



Motivational Madness E-Newsletter



Rick, Alan, Paul, Gilbert,
Karen & Tonya at the Palm

In Service to All

In late September, Paul had the privilege of presenting *Keep It Simple* during the United States Postal Service Bay-Valley "Collaborating for Success" 2008 Year End Celebration at the Palm Event Center in the Vineyard. Surrounded by 120 acres of vineyards in the California Tri-Valley Wine Country, the Palm combines a corporate retreat atmosphere with a state-of-the-art meeting facility. It was the perfect setting for this gathering of outstanding individuals, dedicated to serving their customers and community.

In keeping with the atmosphere of recognizing postal employees who strive for excellence, Paul was delighted to meet five true heroes who exemplify the Postal Service's vision: "We exist to serve our customers." Alan Girard, Rick Quinonez, Gilbert Rangel, Tonya Joseph and Karen Hill rescued nearly 100 elderly people from a blazing senior citizen's home on October 6, 2007 after Girard noticed smoke and an orange glow coming from the second floor of the six-story Baywood Apartments, located close to the Postal Service's Piedmont Station in Oakland. Using his passkey to gain entry, Girard quickly pulled a fire alarm and knocked on doors to alert residents of the spreading blaze. He was soon joined by colleagues who had noticed the growing fire and together they led the residents to safety before firefighters arrived. All but one 87-year old resident was saved.

William H. Young, president of the 302,000-member postal union, presented the 2008 "Hero of the Year" Award jointly to the five letter carriers in a ceremony in Washington, DC earlier in September. California again honored their own during the year-end celebration at the Palm.

"These individuals represent the long tradition of service by Postal employees everywhere," Paul said after meeting the heroes. "They are always on the watch as they live their ideals of service to mankind."

Upon leaving California, Paul headed directly for Baltimore, Maryland where he was honored to once again work with the USPS at the **11th Annual National QWL Conference**. The Quality of Work Life conference brings together managers, supervisors and mail handlers to share projects, methods and successes-one facility to the other. "I am proud to again be a part of this outstanding conference," stated Paul. "The atmosphere of sharing and learning, while renewing friendships and enjoying common activities is something special. I hope to have the opportunity to work with the Postal Service again in the near future!"

Learning to Do...Living to Serve

Those in the field of education know that although students may have a three-month break; educators continue honing and learning their own skills throughout the summer, exploring new ideas and gathering knowledge on the most current methods of teaching and curriculum available. In many cases though, students further their education during the warmest season of the year through organizations which afford them opportunities to expand their circle of friends while increasing their knowledge.

Vital Information

Did You Know?

The first recorded celebration honoring America's discovery took place on October 12, 1792 in New York. The event marked the 300th anniversary of Columbus' landing in the New World. In 1892, President Harrison urged citizens to participate in the 400th anniversary celebration. It was during this event that the Pledge of Allegiance was recited publicly for the first time.

Sneak Preview

The following is a brief excerpt from Paul's new book, *Sell with Confidence* due out in January!

Bonus Tip Six

One way to ensure quality customer care is by extending a positive attitude to each patron you come into contact with. Not just every once in awhile, but all the time.

Individuals choose daily what attitude to possess. Their outlook can be either positive or negative. In both cases, their mind-set is extremely contagious.

The attitude projected to "external" customers should be no different than the one projected to "internal" customers (fellow

During the past few months, Paul has been privileged to work with both educators and students alike throughout Arkansas and Kentucky. At the **Arkansas Association for Educational Administrators Summer Conference (AAEA)**, Paul had the pleasure of working with educators from around the state dedicated to maintaining and elevating the professional and ethical standards of their profession while improving the educational standard in schools throughout Arkansas. The group of 1,400 superintendents, principals and administrators gather each summer to share information, ideas and techniques for improving services and outcomes for all Arkansas children. Presenting *Legendary Leadership in Action*, Paul drew parallels between the courageous leaders of the past and those in the field of education today. "Educators mold our future," declared Paul. "They deserve our utmost respect and gratitude." Paul enjoyed working with the AAEA and hopes to have the privilege of returning to a future event.



Paul with Phyllis Stewart & Doug Ask of AAEA



81st Arkansas FFA State Convention

Speaking to over 5,000 students at the **81st Arkansas FFA State Convention**, Paul shared concepts that these FFA members striving for careers in agriculture and leadership could immediately implement in their everyday lives. Incorporating the FFA Motto of "Learning to Do, Doing to Learn, Earning to Live, Living to Serve," Paul encouraged the students to dream courageously, establish a course of action, inspire those around them and unite a common bond; while remaining resilient in the face of life's challenges. "These students exhibit all the qualities of dynamic leaders for the next generation," said Paul. "I hope to have the chance to work with the Arkansas FFA again."

Speaking of student leaders, Paul was once again honored to be a part of the festivities welcoming the **2008 Class of Kentucky** to the University of Kentucky in July. The program, now in its fifth year, recognizes academically talented and community-oriented high school sophomores from throughout the Commonwealth of Kentucky and is facilitated through UK's Office of Undergraduate Admission and University Registrar. Students are chosen by their respective schools and must demonstrate strong leadership and academic skills. The 2008 class honors 186 Kentucky sophomores.

UK President Lee T. Todd, Jr. said these students are the best of the best. "These students will be recruited by colleges and universities around the country," stated Todd. "We want them to know that the University of Kentucky is a great institution with a lot to offer. They can make their mark here as we strive to become a Top 20 university."

Paul thoroughly enjoyed his time with this outstanding group of young people. He is eager to have another opportunity to work with the Class of Kentucky in upcoming years.



2008 "Class of Kentucky"

Vital Information

employees). Most sales representatives who go the extra mile for their customers will also do the same for their co-workers.

Put it this way, have you ever caught someone else's yawn? Just like yawns, attitudes are easy to catch, and negative attitudes have a major ripple effect. When you help your clients and colleagues catch your positive, helpful and cheerful attitude, you're making yourself infinitely more valuable. And in turn, you are exemplifying quality customer service-that not only will affect your company's bottom line, but yours as well.

Expand Your Vocabulary

Efficacious
ef-i-key-shus

Possessing the quality of being effective; productive of, or powerful to produce, the effect intended.

The medicine is efficacious in stopping John's cough.

Thoughts to Ponder

In a democracy, the highest office is the office of citizen.

-Supreme Court Justice Felix Frankfurter

Nothing gives one person so much advantage over another as to remain always cool and unruffled under all circumstances.

-Thomas Jefferson

Courage is doing what you're afraid to do. There can be no courage unless you're scared.

*-Eddie Rickenbacker
WWI flying ace*