

## UP AND PUNNING

page. And E-Mail thanks to Bob Pierson of Muscolino. (Numbers below.)

So now - in place of faxes, phones and "snail mail" we can move with the speed of cyberspace. You can contact us at any hour. "Talk" as often as you want. Ask for information on speeches and programs like "The Great Brain Robbery", [How to steal ideas and make money faster!]. Hear about our new "Formula for Successful Sales Negotiation: "I will...if you will Or we can bat ideas back and forth, solve problems

Meantime, please take heed. Enter these new numbers in your database:

E-Mail: raycon1@ix.netcom.com

WELCOME! \_TO ANOTHER IN THE ANNUAL ECLECTIC, EERATIC, EGALITARIAN, ISOTERIC COLLECTION OF NEWS ITEMS, 085EWA-TIONS AND PHILOSOPHICAL WEANDERINGS THAT MAKE UP THE PAMPHET NICKNAMED "THE JACKDAW" BY SUPER TALENT PAL RAY BRADBURY SOME YEARS BACK.

SOME OF YOU ARE ACCUSTOMED TO RECEIVING THESE RAM-BLINGS ANY TIME FROM JANUARY TO EASTER (WE ARE DOING BETTER THAN EASTER THIS YEAR) AND SOME OF YOU ARE NEW TO "THE LIST." SO HERE WE GO.,

What makes a holiday? Best one this year was a 2 1/2 hour coffee drenched, bagel-basted breaklast at Cafe 817 in Oakland with family and daughter Lisa's pal, executive chef Michael Wolffe from the Marriott.

It was a furiously-paced crossfire of noisy, wild, no-rules conversation, constant interruptions, all moving at bas-ketball-pass-around speed. We covered everything -movies, actors, new books, best authors, gags, music, theater, food, restaurants and jokes.

decaf cappuccinos, Michael delivered the winner of the morning: "Did you hear what George Burns sald when they asked him what it was like to make love at age 987.... He answered: Like playing pool with a rope." Th-th-th-that's all folks!

Tick-Tock. Know how to be "on Time"? Don't do the last thing you were going to do.

Intrigues me. People who rip open envelopes, read the innards, then put everything back in the torn envelope. Why?

Serious advice: Don't learn to do things well that you shouldn't be doing at all.

ervice. It's terrible (with few exceptions), Robert Farrell h his book "Give 'em the Pickle" tells of a twosome oing into an oceanside restaurant on a Tuesday night eing told there was at least a 45 minute wait. "45 min being told there was at least a 45 minute walt. "45 min-utes?", says the unbelieving customer as he spies 4 or 5 empty tables. "How come?" The manager says, "We're never busy on Tuesday nights, so we use fewer waitress-es." Stunned, the frustrated diner asks if he and his lady can sit at an empty table. Yes, they may.

Remembering the old Irish adage "don't get mad, get even", the guy cases over to a phone, calls Domino's Pizza, orders one delivered to the "empty" table!
Great...except when the pizza arrived the manager threw the couple out. So they sat happily on the dock and at the time jezza dinner. Another example outstanding customer service, right? [This is called a W.A.Y.M.I.S.H., to be explained further on.]

Nice. Betsy Sanders says in her nifty new people who want to and love to deal with customers!

ituations nor in the big deal, but in the handling of the everyday, run-of-the-mill details of life." Love rr!

Feet safe? Traveling through so-called airport security makes me laugh. Does metal detector buzze of you're makes me laugh. Does metal detector buzze of you're carrival a pickpool of guartars of the order of a laurant power of the order order of the order ord

whips out a small black and white family picture of nimself and says with a smile, "This is me". The teller

rys Thank You and cashes the check. On Box.

rity. Bank teller asks the customer for LD before cashing his check. The customer, a real joke

super scary movie, Jumanji. The computerized rhinoceri stampeding elephants and whiting bats didn't phase her and even when the menacing huge long legged spider ants threatened Robin Williams, she leaned over to comfort me with a whispered "Definitely mechanical

Falet parking according to comedian Barry Sobel: eave your \$30,000 car and we'll give you a piece of paper that says we're not responsible for it. ast because you're paranoid doesn't mean they're not out to get you.)

lea. (brought in by son Chris): Boulevard Brewine Company, Kansas City took the round beer coaster con-cept and changed the shape into a postcard. Boulevard of course distributes these interesting coaster postcards around the midwest so now beer devotees can clink-up, drink-up, think-up, and link up with pals countrywide

Soul. I am now more firmly convinced than ever that my immortal soul is located at the top of the spine, right there where the hot water shower stream his the nape of my neck. Ahhhh...such an idea-inspiring meditating nor life.

Ideas. I once wrote to dear friend George Goodwin in Atlanta: "I seem to get most of my good ideas in the shower. How about you?" Pulitzer Prize winning jour-nalist/PR whiz Goodwin wrote a letter, the entire con-tended of which I can still quote: "Dear Ray, I occasiona think of you in the bathroom too. George."

Perched on a stool in the kitchen watching Mom Lisa cook, Isabel fell off the chair. Mom automatically asks, "Are you OX, babe?" The response: "If I die, you can put on my grave – she was steady until she fell off the stool."

. Isabel conned me into taking her to the supposedly

Hopping into the car after school one afternoon she announced to her Mother: "Today I wrote the Rules of Life. Here they are." Gov. Pat Brown of California discussing a local flood remarked, "This is the worst disaster since I was elect

One candidate begged off a question saying, "Candid! I can't answer that. The question is too suppository," SO ARE A LOT OF POLITICIANS. NO PUTDOWN

AtteNTIV LISTE

CONTRACTOR

tell, they can't."

after these messages."

Finally, opening a fortune cookie, she read the

nessage: You have a lover who will never leave you. Here, Mom, " Isabel said, "It's for you. I don't have one

Fip: Good way to practice patience: untangle hooked cogether paper clips. Soothes jangled nerves. Brings the temperature down. Slows down the heart. Might help

Justice. What a deal. Nobody can touch you. You account to nobody. Health care for life. Just waft your opinions out, And you don't have to wear pants. You

get a long robe." I LIKE HIM. WISH HE'D RUN FOR OFFICE IO HE KNOWS A FEW MAFIA GUYS...

om the world of politics and Harold Dimsd

(mont the world or points) and hallood Dimispase, Old time political boss Mayor Daley of Chicago: "I resent your insinuendoes." Un HUM. Or, 'No man is an Ireland." Or couses NOT. "In the future, we shall reach greater and greater platitudes." No bouter Anour I. And finally, "I don't want to cast asparagus at my opponent." Good.

o: "Yeah I was offered a Supreme Court

RICHT TO Poss and glance up from time to time to give the impressio

The first two are pretty simple - and interesting. On "Confidentiality" I asked what it meant. She said: "If you tell somebody something and tell them not to Major discovery. For John D. MacDonald fans, we may have uncovered a worthy successor to John D's splendid adventures of Travis McGee. The writer is James Lee Burke. If you're into zig-zag piots, fast action, awesome descriptions, any one of his Dave Robicheaux paper-backs will keep you up after the 10 P.M. news. "Right to Pass" mystified me. She explained: "If you don't want to do something, you don't have to."

UH OH, ANOTHER REBEL IN THE CLAN?

And when you read the escapades of Dave Robicheaux and his crazy rogue-cop partner Cletus Purcel, Imagine Gene Hackman (with about 20 pounds added) playing Cletus. It's a naturall vision have an effect on young folk? A sabel left the room during the holidays I asked, "Where re you going?" To which she replied "I'll be right back

> se. For all of you who criticized my spelling, here's a poem Murray sent me.

It came with my PC It plainly marks for my review Miss Steaks I cannot sea I've run this poem threw it 'm sure your please to no Its letter perfect in it's weight My checker tolled me sew.

[2 1/2 years ago after a heart attack, 5 way by pass, hernia and some prostate radiation.]

When you are lying in bed, more or less immobilized. When you are lying in bed, more or less immobilized, at 2.4 M. in a silent darkned hopsitor loom, looking up at the shadowed perforated ceiling, listening as the soft sucking sounds of nurser's shose shuth along the empty hallways, you wonder why in hell you ever worried about - a printing deadline, an late client, or got short of breath worrying when you were late - for anything. That's one thoughts. Why you'd ever work for, with or under somebody you nated or disliked?

Why you don't do what **you** want to do - instead of listening to advice?

How can you take whatever it is you have that 's special, and pass it on? ...to people who pay you in business, to people you live with and maybe even to complete strangers. What's to lose?

Take on more. Do three things. Four things.

2. Get rid of all people in your life who are negative,

Reduce regrets. (I have a great article, "The road not taken is the one regretted".)

Go back to your adolescent Wish List, Write it again.
It's time to do that one thing you've "always wanted to do."

5. Be honest. Give great value in all your relationships

Losing things. I am always intrigued how far away things fall from where I dropped them. Listen acutely. Get the "second signal" – the one hidden under the social niceties. That's the important one.

Ask direct pertinent questions. It's worth the risk to get the facts, pleasant or not.

Be prepared to walk away. If you believe you're right, you can come back stronger later.

10. If you're not having Fun - you're doing something

ing to jump out of cake. (Too bad this cookie didn't se the film "Under Siege" with Steven Seagal. Now there was a cake...and SOME cookie.)

ilin: (In her classic ty telephone operator skirl: "Are you the person to whom I'm speaking?"

Future Caree: Yol I have discovered exactly what I want to do when I grow up: Be a recipient of a Charles McArthur award, You know, those people who are chosen in some mysterious way by a mysterious committee, given generous sums of money (\$168,000 or whatever, a year for 5 years) to pursue all manner of intriguing activities.

Yes, I want to be one of those. Money enough so I am free to simply roam, see people who need help, help them. Advise young start-up entrepreneurs. Suggest ways to grow their small business. Contrive slogans for their companies. Sit in on selection committees. Referee family successions.

Write campaigns for fund raising, Teach business from the street level, not from textbooks. Convince executives the business of business is creating Customers for Life. Not profits for the quarter. Write a book every 24 months. Host a weekly to conversation show. Train presenters that selling is theater. Coach sales people everywhere in ways to sell more. In short, continually share the decades of "stuff" I've learned, stolen and

Or is this what I am doing without the McArthur award?

Nice Thoughts. "Only you will travel with me in my sleep." (Pablo Neruda. poet.)

"It's always there when I'm with you." wow.

Exasperated. She called on a computer Help Line. "The pushed and pushed on the foot pedal and nothing happens." Foot pedal? "Yes, that little white foot pedal with the ON switch. "Ma'am...that's the PC's mouse." "Oh."

Theater. Can't stand being late. Gotta get in. Cet settled. I squirm into my seat, slump down to get comfortable, shift my long legs, lace my fingers together and steeple them to touch my bottom lip as though I am in deep thought. I swing my head to check attendance, "Count the house", glance at my westor for minutes to the

opening, curtain or start of the film. Worry about the opening, curtain or start or the film, worry about the lighting. Am anxious about the sound. Hope the script is crisp, the actors convincing. I've never been able to be "just audience." Maybe I should have bee

H. Our book, Finished and being printed. WAYMISH Our book. Finished and being printed. Ted Cohn and I agreed there were too many books titled "good service", "excellent service" and so forth so we did a little out-of-the-book tribining and reversed the procedure. Our WAYMISH is BAD service and (we hope) "WAYMISH" will be the new watchword for Customer Service, the signal that "Something's WRONG!"

WAY.M.I.S.H. IS SHORT FOR...WHY ARE YOU MAKING IT SO HARD...FOR ME TO GIVE YOU MY MONEY???

Its a paperback. About 200 pages. Crammed with unbellevably idiotic TRUE customer service foul ups in good companies where customers, some very valuable customers, were lost.

For instance: for a piece of candy (\$4000 a year loss); refusing to validate a 75 cent parking ticket (major bank provided to the provided provided to the provided provided service pro (\$50,000 a year credit card canceledge altimic counter agent insisting on a \$400 surcharge if this premier high mileage play wanted to take an earlier flight – which was not full: (a 50,000 milea-year account – pool – gone with the wind.)

The style is story telling. Brisk, quick, with over 10r

Make you a bet: the first 5 pages will trigger stupid service tragedies (WWMSHel) you've been victim of. And that is exactly the point of the book: (i) to convince readers and companies that there are Waymishes hiding in every business; (2) to spur manages to find a stamp out the WWMSHSHes and (3) be converted to the new religion: Create Customers for life.

WAYMISH is \$14 per copy. That includes everything. No extra for shipping, handling and that nonsense. Inscriptions and autographs? Of course. Checks to WAYMISH - 1029 North Allen Ave., Pasadena CA ynou, Tel: 88, 798 1877, Fax: 88, 798 2310. Orders for 25 books or more, let's negotiate.

17 Bill Cosby swears when he asked his father "Is the glass half empty or half full?", the old man snapped, "Depends if you're pouring or drinking!"

My helpful secretary Allana left me this note: "Marcel Marceau called, No message,"

Fascinating process. 98% of us spent our 12 minutes price-gouging - both ways: seller trying to pull the buyer's figure Up: buyer trying to drive the seller's figure Down. Wrong! Instead we should have been finding out "what's on the other guy's page?. Why does he have sell/buy? The "why" is the crus of all smart negotiating.

Now we're running role-playing sales sessions in Hill Co. branches and creating a standard list of "Trading Points to Negotiate" based on Manroe's potent formula – "I will...if you will" [How to use tradeoffs and creative options - not throwing in the towel, reducing price or "splitting the difference."] Using our new "Points" list the salesman doesn't have to smack himself realizing too late "What was left on the table," It'll work for an elling company. I'll show you how. Call if you want to talk about it.

From Sundies to sundaes. Did you know: California inwents things. Valet parking started at Lawry's Restaurant in spadi, and the Marganic costall – 1955, in the 1960's Pansache's Bar in Manhattan Beach first concoccted the Brary Vallblagner. The Zombie came from Don the Beachcomber, Mal tal's from Trader Vic's and "gloriosky, hor fudge sundaes from C. C. Brown's "but that was in 1950, Remember these dates. There will be a test.

p. Tired of the night time telemarketers who nterrupt your dinner? Try one of these: (a) Yell \*Mom! t's for you!", put the phone down and don't b) On all charity calls immediately ask \*How much of e money goes to you?" (c) They're calling you at your home... ask them for their home number. (d) As soon a need it. You take it." (e) Or when you pick up. Whispe in your darkest conspirator's voice "Are you aware you've dialed an inside line in a prison?"

Me. I feel so much better since I had the 5 way heart by-pass April "g3. I weigh less. Can wear dothes from s years ago. Wells regularly. Ear better, Cot more energy-which generates some complaints. Having more fur. Much more at pace with myself and those acound me. Oh, and the 'fincident' made my hair whiter. Now lots more people call im "Sis". Not of all me "Sis" had to see any part of the seed of the

s. Those who have been getting this Jackdaw over the years claim they keep it, refer to it and cherish the Sayings. (I think somebody used "cherish").

When you win, nothing hurts. (Ioe Namath). Without a deadline baby, I wouldn't do nuthin'. (Duke Ellington).

If you can't get people to listen, you can tell them it's

Don't accept your dog's admiration as the conclusive evidence you are wonderful. (Aristotle.)

Indecision is the key to flexibility. nere is absolutely no substitute for lack

of preparation. The careful application of terror is also a form of communication.

One seventh of your life is spent on Monday.

Rabbit and dog tracks cross the snow: tell me timing isn't everything. Ants understand: they climb both over and under a chain of command.

Lesson. A very wealthy executive, a thorough gentlems who never used his position as power, was dining with his son. The son, who was accustomed to the finer things, nevertheless treated the waiter in a rather demensing manner. The father said nothing will the end of the meal when he asked his son quiety. On you have a flow of the control of the con

I actually saw this on a license plate frame:



Start by doing what's necessary Then do what's possible, and suddenly you're doing the impossible.

(Who said that? St. Francis Assisi. Surprisel)

t? The factory of the future will only two employed a man and a dog. The man will be there to feed the dog. The dog will be there to keep the man from touch ing the equipment. (Warren Bennis, Distinguished Prof of Bus Adm, USC - and happily a new friend.

lie down in front of it all night - in 8 minutes.

as given the privilege of previewing Heaven and Hell. Hell he was given a stretch limousine, a driver, a lovely ndy companion, a huge mansion and endless parties, leaven was tranquil, quiet and boring. He chose Hell.

On arrival there he was immediately engulfed in flames, stretched on a rack, beaten and tortured. "What hap-pened to last week?" he screamed. Ah, said the Devil, then you were a prospect...now you are Customer!

Trust. The louder he talked about his honor, the faster we counted the spoons." (Ralph Waldo Emerson.)
SOME OF THOSE OLD GUYS WERE FUNNY.

New Service. Police in Makefield Township, PA, filed charges against a plumber for using the phone company's automated "Call Forwarding" to have calls to his com-petitors switched to him. CLEV-EX

Yeah well...did you ever know the rotary phone wa tean well...lid you ever know the rotary phone was invented by a frustrated undertaker because in the early early days the local phone operator handled all calls manually and she was switching news of newly dead people to her family, who were competitor morticians? Got 'em dead to rights, huh?

III. In the midst of a loud and steamy discussion on diversity, ethnicity and race, Steve Durham sail Think of it this way - everyone's pink on the insi ge: We should all be obliged to appear before a

board every five years and justify our existence...on pain of liquidation, (George Bernard Shaw). NK: Thomas Watson, founder of IBM said:

Nothing takes less time to acquire than excellence. How then can we do this? To be excellent is to stop

PRESUMPTIVE CONCLUSION:

DO WHAT YOU WANT TO DO. DO IT THE BEST YOU CAN.
FOCUS ON ONE THING AT A TIME. FINISH IT.
HOP OFF YOUR BUSINESS BANDWAGON ONCE IN A WHILE.
AUCH MORE OFTEN, ESPECIALLY WHEN "THINGS ARE TOUGH

MORE FREQUENT DIPS INTO YOUR FRIENDSHIP FOUNTAIN.

MAKE A QUICK PHONE CALL, DASH OFF A NOTE.

SEND A FUNNY FAX. DON'T LET YOURSELF BECOME THE VICTIM TO THAT

AND, SOME NIGHT WHEN YOU'RE IN BED AND IT'S VERY QUIL THUMP, THUMP, THUMP, THAT WONDERFUL LITTLE MACHINE WORKING AWAY.
THEN REALIZE THERE JUST AREN'T ANY BIG PROBLEMS. SO YOU CAN USE THE TIME YOU HAVE TO DO THE MAJOR THINGS YOU WANT TO GET DONE.

> SO CHOOSE WELL WHAT YOU WANT TO DO. TOMORROW WILL BE ANOTHER GREAT DAY!

NTIL YOU BEGIN LOOKING FO

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