

So it began... Manhattan Rockland and Suffolk counties ("Fan give up and finally coaxed out of Beautiful that the Tom Cortese I've known since '84 when AT&T broke up. What a wild weekend that was! We'd spent 6 weeks creating this huge. AT&T alv potaction to tour the country and 3 days before opening CBO Charles Brown and the Justice Dept. disbunded Ma Bell. Bung! Just like that on a Triday afternoom. If rist show

Hours later, the weary cab driver pulled up in front of the Mirador. By now Beautiful was refreshed and ready to go. Spotting proprieto Scoulas at the entrance, Beautiful flashed a miles from Boston's Logan airport home to Framingham. Or

When the cabbie announced the fare was just under \$300. Nick stepped back, checked the New York markings on the cab's doors and signaled the driver to come inside where there was more than nocket money available As Nick paid off the cubble suggesting he stay the night in the hotel the was loud bushter at the bar at the punchline of a auxioire was took frighter at the our, at the punchance of a guy-joke and one final appreciative, booming voice roaring and another Beau-tee-full' evening was underway.

-

St. Augustine: "Oh Lord help me to be pure - but not vet." Who is the genius who decided shoving a hunk of crinkly paper down inside newly purchased men's sox would turn us male buyers on? [Max, any answer to that?]

How long and you not going to do

One that didn't work Restaurant Young waiter Sam Two One that didn't work. Restaurant. Young waiter, Sam. Two way orders—slad, a sandwich, Ee eet. Time goes by We way orders—slad, a sandwich, Ee eet. Time goes by We your order because the printer's drown: Say Wild Ti Well, we then ab- computer system 25 years old and —. "Wait a minute! You've saying the chef curr fill the order we "How about showing that order you wrote down to the cheft." "Hey't, he says all brightened up. "Good Iden!" Oi, [Judd. help.]

wireless. Elisha Gray filed for a patent on the telephone just hours after Alexander Graham Bell. [Elish shoulds yanked the cord on Alex and grabbed just cell phone rights.]

Different angle: I dreamed that when you die you don't go

No you're in an idellic "nothing" kind of pleasant environment sitting around, visiting randomly, unhurriedly, talking casually because there's no longer any point in pretending arguing, posing, bragging, debating or defending What you did, you did. It's done. In addition, you are not you could have done, what you might have been. And knowing that ...could be Hell.

The Castle For 34 years I pretended non-The Castle. For 34 years I pretended non-interest in visiting the Hears Castle. In August I feigned surrender and finally made reservations. An 1-but there was a birthaly conspiracy designed to suprise The Madame. Timed like an undercover drug sting, I would drive up from the south with her to arrive at the Castle exactly at noon. That took some artful dodging and weaving, insisting on offee at Solvang, all the while one eve on the clock, the other checking mileage signs.)

As we left, I was remembering that old man Hearst and his live-in film star Marian Davies had banished New Yorker magazine writer Dorothy Parker from the Costle. Ms. Parker had a nasty sense of humor and left the following note: Upon my honor

standing in a niche

of a prominent whore of a prominent son of a bitch. Hey! Her words not mine. 222

This I like: "If this is dawn, imagine the day."

Betcha, no one will ever know how many accidents are

Rich Johnsonisms for phone etiquette: "Hold on a minute. there's someone more important on my other line."
"No, no. No rush they're just waiting for me to do an His company motto is interesting: We succeed because we make our customers think we care. [Touching, huh?]

Hope v'all know that we have a book called 'WAYMISH' n all Tippers! Sharp, alert, friend Angela opened St money??) Its about how Not to lose customers. It goes well About 14,000 copies sold. Biggest boost is companies who've discovered how to use the book as a training program - take one or two book stories, read them in meetings and book stones, read them in meetings and challenge the employees to solve an suggest better answers - "What should the sales person have done?" Know what? The

What has 4 legs, is big, green and fuzzy and if it fell out of a (Answer somewhere on the next few pures) **

Confidence, Son Cliris is a Big space fan, knows when every statellite will come over, checks the time on his computer for metor showers, etc. When Jet Propulsion Lab (near us) announced the landing on Mars of the Mars Polar Lander and Deep Space 2 I sunned to get us in for what promised to be a historic space event. The landing was scheduled for Friday means that the state of th

Once I spoke for Graylines Fours and Jim Sheridan wouldn't give me my check unless I went to lunch to hear the surprise speaker. I protested. The Irishuma milied and said, '50. go stand at the door. If you don't like it, you can leave.' The speaker was Isegendary Lowell Thomas. Wow.

Here was a man who had physically visited every

A tall man. Frect. Slim. Full head of bair. No classe A tall man. Erect. Slim Full head of hair. No glass
He walked confidently to the podium and beg
"When I was 80, I decided to cut down on put
speaking." There was a gasp from the audien
"When I was 85, I swore I wouldn't speak any m applauded, whistled, and then settled down.

"You know," he said, "When you're young, if you stick with the right people, a lot of them get famous and carry you into some darn interesting places" and proceeded to tell how he was seated in Westminster Abbey Cathedral in frost of the

He continued, 'One of the good things about growing older is, everything reminds you of something else, which reminds me —"daughter) and just strangt operiter his life stortes, never once apologizing for names or places the audience might not he old enough to know. It was like telling us "Everytoody has a piece of time. This is mine. Too bad you weren't there." He was officra!

And all that tare

Mili Jackson, the legend of the vibraphone and the Modern Jazz Quarret, was at our Jazz Bakery, less than two months ago - gone. Sweets Edison, Grover Washington, Charlie Byrd the guitarist, gentle sweet bassist Andy Simpkins and huge bass player Leroy Vinegar, who once came down the aisle at a jazz session and to my amazement, leaned over and whispered to me,"I wondered if you were going to say Hello to me," And we lost murvelously talented Mel Torme.

an artist perform live in person Nothing is forever Grab it.

Answer to big green fuzzy puzzle: a pool table!

Jack Rice is a fine public speaker on retail sales. When he is "off the road", he is on the floor, selling appliances. Interesting question: would you rather hear advice as an academic lecture on selling or from a salesman talking about sales be made vesterday?

"As you exit the plane, make sure you gather all your belongings. Anything left behind will be evenly distributed among the flight attendants. Please do not leave children or

For dawdling passengers: "Warning: Last one off the plane has to clean it"

"We are pleased to have some of the best flights attendants in the industry on our airline. Unfortunately today, none of them are with us on this flight today.

Or the Gishs attendent on the third becomes of a broad

After a seriously less than perfect landing, a little old lady approaches the pilot and asks: "Sonny...did we land - or were we shot down?"

A 100 years ago Duke Ellington was born and this Fall (and with my thanks to David Abell and Tommy Hawkins) w of musical talent collected there?

hence New York Central Bark statue of Duke) a grand larger New York Central Park statue of Duke), a gaget: ci-known name musicians was joking, ludgine, highliving penching shoulders never leading gigs together, sessions centered attentional Park Jeffrica, Say Vazary young, trim, that stomach, handsome devil, decked out in a said colored western shirt and gorgeously tulored beige stacks, tossing out jazz history takes from his days with Duke, Jazie and the whole O 1490's secure.

The right attitude When Payne Stewart, the surve, stylish, winning PGA golfer died in that freak personal jet crash, at the funeral Paul Anzinger said, "It's young to leave but doesn't every death seem too soon?" and then most admirably, Payne's widow Traccy Stewart added, "Let the party in bearen begin!"

Conv I wish I'd thought un-

A black promotional Tshirt for Paddy's Red beer tha

How about - I was originally going to be a priest - but

can't drink ourselves." [Should I believe

he score. "14 to nothing," the young player said, smiling proadle, "You're winning," "Nah... we haven't been up to but

Memories of Les Hill: Deal with Honor; Act with Courag Exercise Quiet Power. A 4 year old lived next door to an aldedy man whose wif

If you love something, set it free.

If it comes back, it will always be yours.

If it doesn't come back, it was never yours to begin with.

Leet my best sleep the hour after I'm supposed to get up IMP TRIVIA-

Custer graduated last in his class at West Point. (Musta missed Ambush class.) The Mona Lisa has no eyebrows. (Go look.) The US bought Alaska from Russia for 2 cents an acre. (Got Nobody doesn't like Sara Lee.
Raid kills bugs dead.
Gateway's computer ad: The hardest thing is to get it out of he box."

Let's see what develops" - Poloroid. Opinion: Manners are...not interrupting people to correct

some minor detail you happen to know better than they do. Let it go. It's called being gracious'. Quick thinking actor in a stage play answers a prop phone forgets his lines, turns to the other person on stage and says, "It's for you." (less Cain.)

Signs of service. In a New England restaurant: 'Customer

who consider our waiter staff rude should see our manage

Smart. Steve Tolley of the Fox & Hounds in Raleigh. North

dedicated to Bob Considing Well we're Irish!

Med. 16-s security 3.1/3 house at the DMV sectories because Mad. After spending 3 1/2 hours at the DMV enduring loog lines, surly clerks and insane regulations, man stopped at a toy store to buy his son a baseball but and was venting his fury and frustrations to the clerk when the clerk asked quietly. Shall I wrap the bat as a gift, sir - or are you going directly back there?"

Timber of White C Wheel

Ad come '77 Chery runs like a deer purry like a kitten look

like a dog. # License plate on a very expensive Mercedes in Hollywood - WAS HIS. # I know what Victoria's Secret is

Please...if you were vaporized by Y2K, send us an e-mail so we can take you off our lists.

Looking at your watch won't make it happen sooner

First grade kids answers to "finish the proverbs":
Better to be safe than.....punch a fifth grader.
If at first you don't succeed...get new batteries.
Never underestimate the power of....termites.
If you lie down with dogs....you'll staik in the

TV is the way children know history before its re-written by

Life is full of obstacle illusions

Wonderful headline in Parade magazine: "If you can't teach me, don't criticize me", from a black impoverished uncducated LA mother whose guidance led her sons to huge

Books you won't sleep through - or won't sleep 'til you're through with them. Vertical Run Joseph Garber The Bone Collector - Jeffry Deaver (even if you saw the moviet)

How Not to get hired. (From Carol's IDDBA) A). I put it in a iar on my dresser 4). OK as long as they don't get in my way. A). Or as long as they don't get in my wa Q. Willing to take a drug test? A). Sure, what drugs do you want tested? Q. What 5 adjectives best describe you? A). Really, Really, Really cool.

Soccer playmaker + winning goals. New school, Fewer Isabel legends because she has demanded (I quote)
"full editorial rights before printing." Hmph. Entering the private teens?

Summertime At see 10 3/4 lx flew by herself from Oakland checking each other out. In 10 minutes, it's "I-have this friend-at-school* stories, "Wanna play cards?", and 30 minut later. "Can you sleep over?" Too had adults are such phonithey can't come together like kids. Not saving sleep over

I prefer the John Golden approach. When he met Albert tasker, he exclaimed, "Let's be best friends right away!" There ya go....

Like everyone, Isabel has seen Regis Stupid Philbin on "Want piling on of whipped cream on dessert, Iz looked very serious, paused dramatically and then barked, "Is that your FINAL answer, Mom?

Grandmother Betty's long time cancer was under heavy

One show I forest a Gesham Bell line and adlibbed "Whati-

One show I forgot a Gerkam Bell line and adilbbed, "Wanja expect. I'm a hundred and 10 years old" and show director Toth bissed, "Keep that line in!" Cortees and I kept in touch and since I am speaking for his new company MC, go into his NY office and see a rack of pamphlets on his desk. "No! Don't touch those!", he grows! in his best goldnet voice, "They're mine." He has all the Jackdaws. About 14 years worth. I wonder I'll have them all"...

In your ear. Didja know...NPR's prize clowns, Car Talk's Click and Clack gave the commencement address at MIT this past June? Yes!...Well - they are MIT graduates.

True: Two women sitting on a wall outside a cancer hospital

IPPEPPESSIBLE

"Benatiful" got his nickname because once he started drinking his response to everything was your passed it could be sourced body at night but by 7 am next morning, hed wave and shout a hearty 'Good Morningit' with all the energy and power of a circus Rigmanser the lived near us in energy and power of a circus Rigmanser the lived near us in of a little distribution of a circustal regimes to the local Mirador Hotel and Bur, operated by his pal Nick Scoulis.

As a national sales manager Beautiful traveled a lot and this

As a national sales manager, Beautiful traveled a lot and this time had visited more than a few watering spots in New York City and couldn't for the life of him renember where he'd our super salesman, halled a cab and before he collapsed for a rup, instructed the New York cabble, The Mindadr While he smoored, the curious cabbie the through the guide books for



Quick thought: how deep would the ocean be without

Where's your "put down place?"

pags from small shopping, office papers and of course, "stuff

ifference is, we ain't got that table! For months the dining room table has been an awkward DTS space. No more. We have commissioned a fine wood builder to construct a combination L shaped collection platform in the den. Unveiling: January 2000, Where's your 'put down DT place? Come on everybody's ent one. Fill in answer ben

toward the ticket counter each talking on his own cell phone and to each other and then continuing their two separate conversations while requesting their boarding passes from an an unbelieving clerk. Are we fast approaching total Cell

Another 'cell' scene: Histly expensively dressed sum blonde matron in the local United Airline ticket office waiting for the UAL agent was talking about personal stuff so loudly into ther cell phone we were all unwilling 'listeners.' Has privacy disappeared. Or manners! Or does a cell phone come with a license to broadcast!

The Mars mission failed. But...l have new respect for people. The effort was likened to trying to sail a model airplane from Los Angeles to the Empire State building in NY aimed at a specific window pane. Distance, winds, air pressures - incredible! Congress - pay attention! Give them the budget they need.

NASA (National Appliance Service Association) taped my Jul speech and have turned it into a 3 part series in the newsletter. Carrie Giannakos edited out the bad word (Delta Dental uses excepts of my talks in their newslett too.) If you want copies, call 888 929 6474 (WAYMISH).

Can't tell you how many messages, faxes and emails ordered and echoed, "Carol said to---" This could get dangerous. Suppose she told all her faithful to drink green Koolaidi

All right, everybody repeat after me:
"We are all individuals....!"

"Oh, a tough guy, huh?" snarls the villain. At that, the second behemoth brother half rose out of his seat and said evenly, "Nooo...wo tough guys." End

Nice people. Having lunch. Busy talking. Spilled something on my tie. Was dabbing at the spot futily with a paper napkin which was distributing nothing but white fuzz on said tie. Woman at next table got up, walked over, reached into he handbag and offered a new fresh packet of Swines 'I will things too so I carry this, just in case," Smiled and walked

Infair!

She was svelte in every sense of the word. Gorgeous
figure. Clinging green sweater. Beige jacket tossed
casually over her shoulder. Beautiful white teeth. stride and as she passed flashed a movie star smile and purred, "Don't you wish..." YESsss.

A couple of years ago, once again, I found an ideal speaking assignment for the eminent British entertainer-story tellerphilosopher Gilbert Hambler. He insisted he pay me : ommission. 'No, no, no Gilbert! If you get me one spector next 5 years, it'd be worth more than any commis the next 5 years, it'd be worth more than any commission." 'Veddy well, Raymond,' and saying what he always says as he hangs up, 'Carry on!" A few days later a small envelope arrived. In it was a folded piece of paper, inside that, a fresh, crackking \$100 bill and a sersuled note: "Raymond, I understand you collect these - GH." [Use it for favors, Never

Speaking of rewards. Big Idea man Fred Phinney calls. Come into Concord NH and work with Jess and me for Delta Dental. You have seen some highly motivated people but this Dental is a den of dedication.

penalizing system called GOSE (Guarantee Of Service Excellence), a published list of Promises, Deadlines and specific money Rewards, meaning if Delta doesn't do what they promised, on schedule, to the level of satisfaction

designed the building onted to take the window officer Tom is in the middle with 3 doors for entry). The "team" clom is in the misuic with 3 doors for entry). The 'team' chose the height of the office walls (low) and even designe the cafeteria. They've adopted Waymish as a danger signal order batches of the books, the employees print examples o order batches of the books, the employees print exampl bad service they experience outside Delta... Point: people who are Good at Service, keep working to be 0 Like Pasadena Federal Credit Union who never stops training; Tranter and Randy Hall with their impressive network of stand up reps.

Cats are smarter than dogs. You'll never get 8 cats to pull sleds through snow.

You realize of course that the nightly telemarketing wearing any clothes!"

Refresh my memory: how many cars are allowed through an intersection after the light turns red? Is it three or five, Buckingham?

Communication. She said: 'I have one call ahead of you. Please wait.... Ok, I'm back.' Is Kamilia there? 'She's not here any more.' She's gone? 'Yes, she went home.' But she still works there... 'Yes! I told you she left!' (Lemme think ahout this.)

and Don't Walk. Can you come get me

Sign in Pre's TV store: Liefuse to engage in a hattle of wits

4848

I like jazz, except when they start making it up

WHO?

preservation, or (4) crumble when the heat grew white ho

with whom you studied, the inside when all else falls away. 9 want to know if you can

he alone with wayself And if you truly like the company you kee in the empty moments

> Betty's standing tall and strong in all adversity Chris my Consigliore and his stalwart, patient, 'be there' watchfullness, care, concern and advice. Cathi's energy

and "Okazav-let's-do-itt" attitude Phinney for the introduction to the great Delta people autumnal drives from Boston to Bow and Judith m

less for an overly due creative and speaking reunion plus trusting me with his wife, Jean, while he was in Philadelphia.

Tom Rafflo and the entire den of dazzlinely devoted

Randy Hall for the confidence to bring me into Tranter Jeff Nelson for prodding Mike Connolly to say Yes to

Mary Wilson and her merry troop at PFCU for letting me "do my thing" in our on-going training sessions

My partner, SS Commandant Ayrer for the jackboot

Impresario Richard Barr for the front row seats.

Stevie, the wonder man, for jazz treks. Costco trips and LAX excitement

The Beverly angel who watches over our household and larry who watches over her

Master Coote, master of the Cool, our unofficial

New found cousin (?) Tim Considing with whom a corroborated Considine epic is planned

Winsome Westenberg, e-mail philosopher and provider of daily mirth

Uncle Tom, who allow me to run smooth shod over them with endless copy changes, alterations and 'I have an idea!" internantions.

Office managenemanuensis-fire-putter-outer lennyfer

John Content, e-mail major whose answers rarely exceed

Aaron Sorkin for the swiftness, parry and thrust dialogue

DC2 -The affectionate Cunninghams - push overs for nonotice dinners, a quick movie and 4 way richochet conversations.

Ben Gav III (alias Yagneb) for sales wisdoms and a clutch

The Seattle shaman, Cecil who could out talk Anthony Robbins any day

Dick McGarvin for our private not-on-the-air iazz talks

The always bubbling handy man from Raleigh 'Dave

Betsy Sanders for introducing Waymish to Japan and taking us with her on e-mail excursions, fey fables and

Alice and Ted who are meschepoche.

And The Others who have contributed importantly to a pretty grand 1999.





If and when I get a little weary, I recall the Paul Newman

Jackie Gleason classic black and white movie - "The Hustler" One of the great ones. Newman as Fast Eddie, the cocky

So, about 4 or 4:30 some afternoons, I stop, go wash my face, comb my hair, look in the mirror, think of Minnesota Fats and come back - ready to play.

Repeat message for 2000:

Now long are you not going to do what you said you were going to do? NHL coach for the Bruins: You don't play this game like a choirboy. You have to have some dog meat in you. [Sounds I'm crazy about some of the current musical groups.
Gang Green. Bloody Val. Sponge. Slush. Zrazy.
Roller Skate Skinny. Screaming Trees. The Parasites.
And, Poison. (I copied them down from CD covers

when I was with Lies in Berkeley) Groom Babere The sign Lee Guenveur has a nifty idea: a STUPID sign you n Texas to California, have boxes all over the lawn waiting for the van. Neighbor comes over, says "Hey - vor navs movin'?" "None. Once or twice a week we pack or stuff up to see how many boxes it takes. Here's your sign

Watching an animal show on Discovery Channel. Had a guy test it was..."All right Jimmy, you got that shark suit on, now jump in this pool of sharks and tell us if it bur when they hite you ""Well OK but hold my sign. I don't

对 对 对

Quick! I need as much insurance as I can get before Friday night. [Call. Days Anderson!] Teller in a bank to the entire lobby "You Hou

If you think nobody cares, try missing a couple of

Every household has one. In the Rubio house we used the large kitchen table solely for DTS - Daily Temporary Storag On it we dumped: car keys, mail, magazines, brief case handbags (hers, plural), sunglasses, books, cell phone sweepstakes offers, plastic bags from big shopping, page

We made DTS space by pushing away yesterday's unopened bulk mail, yest-ob-er-ead magazines, her car keys, her sunglasses, that sail and pepper thing "we're going to give away" and the small cereal bowl half filled with power of the work of the exercise by the necessary of the never-to-huppen emergency of the What is this key for? collection.

Observation: the more expensive the car, the farther up the waiting line of traffic it will cut in.

CPS. Watched two guys in the San Francisco airport walking

Another "cell" scene: Flashy expensively dressed slim

The Mars mission failed. But ... I have new respect for the IPL

One man built like a tank was having lunch with his equally large brother and family when a loud mouth in the next booth began berating his wife and scolding his children with profamity. On big gay twisted 'round and said quietly.'Sir, I see you have no respect for your family but I don't

Interesting Waymish twist: A tenant asked his building

superintendent to fix the heater in the apartment bathroot
After months of inactivity the frustrated tenant finally aske
"What is there about Me that makes You not want to be

Way to do it!

Smart businesses are doing a serious job of customer caring If you get Vickie Kaspzak's voice mail at Grappone Motors in Bow, New Hampshire, you'll bear, "I'm not here but tell mi how can I make a difference in your day."

Mucho it's the influence of Bore Bob Commons wh Maybe it's the influence of toos non-orappone, was on message is "This is Bob. I'm not here but there are lots of great people waiting to help you!" And if that ain't enough...at the end of every Grappone automobile

THINK

If you write a letter today, it has to go in the mail today. [I got this affliction from Leonard Raymond. "Otherwise, why write it?", he'd say.] So you rush to the mail box. The printed

up box in our building there is a small sign:

has not occurred. And of course, the sign reverses to "has

In case you've missed this one. Ever need just the zin code

information Service - Zin codes 24 hours a day 7 days

week - and they'll tell you the nearest post office, hours and

small businesses, permits, bulk mail. One PO, operate

calling! Dial 1 800 ASK TSPS 1275 87771 Por it on you

locations, change of address service, rates, meters, help for

The heater was fixed the next dec

TRICKY

I hate women. They always know where things are

Delta's people are - well - "involved?" They should be. They

8888

I'm in a phone booth at the corner of ...wait a second....Walk

Woman on an airplane watching a man scribbling on a flat pad. "What is that, pkcase?" He: "Oh, I'm a musician." "What kind of musician?" "Actually", said Bob James, pianist-

the center of the live with me and

not shrink back

Final Thought

t's just another year to get something important done.

If this is the year to re-invent yourself, what one major

change should be First on your list

NEW office. NEW numbers.

Pay Considing

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I sometimes wonder if there was a major major

Run your candidates thru that gauntlet. Anybody left

Strictly Personal If your name isn't mentioned here - don't read thick

Center and her role in major gifts in the multiple

Her extraordinary ability to juggle family schedules. Wayne, the girls - Izzy, Azzy and Abby (the 'preposition

Rich Johnson, who's insure but somehow makes money

of "West Wine" the only must watch by in my opinion

Patient Pierson who paddles me along the tech trails.

