

The farmer went to the general store to buy an anvil, a bucket, a goose and the store struggling awkwardly to carry all the items when he

lady who asked, "Sir? Can you direct me to 1515

s he, "With all these things I'm carrying?" To which the goose with the bucket, put the anvil on top of th



time) to the Jackdaw, our annual tellall report so named by illustrious sc playwright, and friend Ray Bradbu he who sagely observed severa Yules ago that this eclectic collection of stolen tidbits, quips, quote

crow-bird iackdaw. Why? Because the jackdaw's habit i to furtively theft anything bright, shiny and appealing and with those glittering items build its nest. How apt to describe the gathering of this collected nonsense. Thank you once again. Sir Bradbury.

As always it seemed Notable. But then when you enjoy both for stateside travels and speaking plus Euro reunions Amsterdam and the delightful invitation from Karl Otto Skogland to join him, wife Lisa and their Norwegian tional group for the opening of his brand new

Notable too for appearing as a repeat speaker at Alan Rosenspan's bidding for New England Direct Marketine in concert with my bow-tied, saddle-shoed patter-partner Mat (one "t") Brown. Both of us on stage at the same time juggling lines, trading banter and as Alan said, "Best was rarest type of speaking partner; admit: doesn't step on your lines; split second humor; matches any zany

Boston visit (and housing) with Phriend Phred Phinney is a phrantic fun experience. As was a full day's boating with seaworthless Captain Jess Cain. Did New Hampshire to check Tom Raffio's expanding NEDMA empire and to commune with Concord neighbor, jazz fan-car impresario

long awaited sale of several thousand custom WAYMISH books to Advanced Auto Parts, and to Advanced Auto Parts, and through Jim Horton, the introduction of our new Spanish edition [Attention: We'll need come Hispanic marketing help with this one, amigos. Advices welcome.]

The inevitable. I've done so many eulogies this year I worry it might become a career. And writing both about my lingering memories of Betty and sending off letters iple) of encouragement on the "process of sorrowing" to other bereaveds. I am considering somewhat seriously of collecting those letters an phlet called Thoughts on Death & Dring.



May One - the invasion of the body snatchers: insertion of a tiny minicomputer aka a St. Inde's Pacemaker to permit my continued steady stream of energy suitable for writing, speaking, lunching at Smitty's attending jazz events traveling corresponding and robust health. Oh yeah.

One tragedy. Saluting her 15th birthday, grand daughter Isabel (Izzv), now a 5'8 " inch beauty, celebrated by tending her favorite Oakland A's baseball game with 3 femme note and her handsome sten sister Aislann. In a postgame hoorah, all the young people were invited down on the field to view the fireweeks which unfortunately spewed out and zoomed right at the kids rather than

Iz got hit in the ear. Time is recommended for natural aling. So, meantime both young ladies are up on the A levels and honors at school and Iz is serious about tennis dancing practicing shuffle steps in the kitchen, on the sidewalk, in the hall. Good thing she doesn't live upstairs.

Basketball is the best sport. Players are out at night and they have great overcoats. (Jack Nicholson.)



ocally the California Reer & Rible Society is boisterous and bustling. Our 2003 Fall "Unscheduled, Somewhat t our local Pasadena hangout, Smitty's . The Right Irrevenent R. Otis

Johnson, Grand Poobah, distributed the new Governor Arnold Schwarzenegger MEXIFORNIA driver's license to each attendee a seemingly official license actually a knockoff complete with 2 full color digital photographs. an alias Hispanic name and entitlement to (a) drive a ca without insurance (b) attend a college without charge (c) purchase guns and (d) vote. (I have flashed this phoney passed through security. Reassuring, isn't it?)

3 3 3 3 3 3 3 3 3 3

the presence of Ye Editor of the LA Jazz Society newsletter. A grand group of aficionados who "do good things" for music, like supporting school bands, donating instruments, mentoring young players, organizing musical regretfully underpaid) full time musicians who are ill or

Top event of this LA Jazz group in 2003 was the October 19th tribute to Ouincy Jones, the urbane, universal "octopus" of music whose composing, arranging and production credits cover the gamut - rap, blues, jazz, reggae, the multi-million seller Michael Jackson video "Thriller", plus producing the best selling disc of all time that talented choir of global super stars he beought together to sing, "We Are The World," "Q" is a magnetic man. A mensch. One who delivered this closing line at his Tribute: "It feels good to get old (he's 70). Then you live get our newsletter? E mail requests will be honored.1

Diversion. A young boy was going to school. The teacher asked. "What did you see today on the way?" "A cat". eported the young fellow, "but I think it was dead." "What makes you think that?" asked the teacher "Wall " said the youngster, " I pssst in his ear." "You WHAT? exploded the teacher. " I leaned over and went 'Psst!' in his ear and he didn't move so I guess he's dead."





Ray Bushnell is a interesting guy. "Other Ray", as he announces himself in phone calls, is a whiz with computers, mailing lists. merging-purging and all those *electronics mysterious to me. The rarity with this man is...he never

says No. Any favor asked and you get a YES (unless its his day with daughter Nicol.)

I said to him one afternoon after he had spent more than an hour straightening out a computer glitch for me, "How can you afford to do all this in the middle of a business day?" Ray is an extremely calm man. He turned slowly from the screen, smiled slightly and purred, "Everything comes around", and went back to reconfiguring the

Ray is also a most unusual salesman because he doesn't talk. Instead, he listens. Then when a client finishes describing what's needed, he very quietly says, "We can do that." Nothing else. He stands there. Amazing the confidence that silence inspires.

Intrigued, I asked, "Don't you ever say No?" -and he Abbb the lessons learned



book and I need your help. Yes You The title is The Greatest Sale heard about or saw one of thos at happened in an extraordinar way. The stranger the twist, the better. That legendary

I believe by the way some of the biggest sales ever mad vere accidents - totally unplanned, out of left field, fell from the sky. Here's mine.

of college selling high priced soap to wholesale dry cleaning plants. Not the cleaner down your street. But the Big plants you never see who come-by after dark, bundle up your clothes from the local cleaner, hustle them to a mammoth building in a low rent district, throw your nice clothes into huge tubs of chemicals, sometimes steam spotting and generous daubing with chemicals return your duds sparkling and covered with see-thru cellophane to your handy neighborhood cleaners - all to often with "Truss-we-could we-could-not-remove-the

spots-on-this-garment" tagk

Well, this fateful Friday, it was late afternoon and I was casually driving thru Washington DC, headed home to when I saw a Big plant with a sign "ARISTO CLEANERS " Hmmm. Never heard of them. Stopped in Asked for the owner. He stepped out, dressed in shirt an

tie - not the usual working wholesale dry cleaner attire "Ah," he says, "I understand you are from Adco. We've en meaning to try your soap. Could you have 5 drum here Monday morning by 5:30 a.m. so we can test it? Test it?? 5 DRUMS! I only had to sell 5 drums a week to

But the ice-cold truth was ... didn't have 5 drums anywhere gear. Our plant was in Sedalia, Missouri, fer god's sake. But I smiled, I am a salesman. I nodded my ead affirmatively and said, "They'll be here and than you for the order", furiously wondering 'where the hell was I going to get five 55 gallon steel drums over a weekend and deliver them in Washington DC by 5:30 a.m. Monday morning?

[You'll have to wait to hear the Big Finish and how we

Why should you send a story? You'll get free copies (plural) when the book is printed - lavishly autographed with thanks. Such a deal, Well, look what the Chicken Soon guys did = 70 million copies with other people's stories...E mail your Great Sale story whether its about selline cars, carnets, clothes, real estate, printing, accounting, jewelry, finance or food service, consulting, Every story will be much appreciated.

Isn't it interesting that all the news every day fits exactly

Futures: Feb speech for George Throop's Bldg Association (on my birthday 2/17); a special one for Chairman of the Board, Cal Adams, Mar 23. May could be to Runkok Thuiland: the possible collusion with Christian Sidling and Katarina Homnes in Oslo, Norway May 17, since we three discovered in our conversations in we all do that customer training. Ahh, the possible

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describing what's needed, he very quietly says, "We can do that." Nothing else, He stands there, Amazine the

Intrigued, I asked, "Don't you ever say No?" -and he said - get this - "You can't make money saying No

Alahh the lessons learned Californians are not politically motivated as long as the



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had to eventually set up a warehouse for this one cleaner when this new Great Sale book comes out – after you send

Why should you send a story? You'll get free copies

(plural) when the book is printed - lavishly autographed

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How often do you do something for nothing that makes you feel good all over? Answer: Not often Story: Henry ee in our Harvard Class has for the last 50 years, every 5 years solicited hundreds of us for the bad news about deaths, good news about grandchildren, bragging and biographies. Then each half decade he collected, edited. ted and produced a fat, wonderfully informative Class history Monumental ich

What did he get for it? Nothing. So acknowledge Henry's work No no, not a plaque. No useles certificates. Poop on paperweight Hey! How about "A Tree for Henr Lee"? Ideal, because Henry as a

oncerned citizen has taken care of the Boston Common gardens for years. Fine but, how to get a tree planted in that Boston garden, in the territory denry rules and loves without his knowing it?

Answer: Alan's extensive real estate dealings with the city of Boston for decades. Quietly and very cautious schmoozing the State House authorities, knowing those who know, Alan arranged it and a month later at the Class Reunion presented the surprise "done-deed" tree to a flabbergasted Henry who mefully admitted his recent agitation at seeing a tree planted without his permission "his Common" - which made the gift all the more Never too soon to learn how to do business, huh?

PS: And check this - Alan got the tree planted so Henry can see it from his office! Spectacular! Great fun and a lifetime (actually permanent) gratitude to a good man. (F Boston viewing, the tree and plaque are exactly opposite 51 Beacon at the juncture of the walkways and the wading noud)

If George Washington never lied, how did he become

Oh yeah? Yeah!

Ran across an interesting word in a newspaper report hudna. Concerns the Israel-Palestine debacle. In spite of repeated, avowed peace proposals, yet another attack prompts yet another attack. 'Round and round it goes.

A Palestinian explanation by a Khalil Skikaki: "The Palestinians were simply not able to respond violently as long as Israel was not using the same violence and firepower. As soon as Israel resorted to that, the Palestinians felt that violence had legitimacy. It's a hudnor - both sides allow themselves to violate the rule once in a while."

"Once in a while"? Tragic that this is not a war of words and an exchange of semantics in place of blood, violence and useless loss of lives.

On the other hand

Did you know the U S Post Office has regional staffs that reads the thousands of letters addressed to any version of "Santa Claus" or to "North Pole"? Yes! Our Santa Ana

(CA) sectional center has 6 sort and pass on selected letters to inteers to grant the wishes of the most deserving. USPS Consumer Affairs Linda Dalton admits it's a daunting task and says there are three categories; cute, sad and a few downright groudy She laughed at the post script blackmail one tot added: "PS. Here are some M&Ms for you and Mrs. Claus."

Prediction: the days of the digital watches are numbered.

Ray Bradbury refuses to leave "well enough" alone and published a list of movies that had "the WPONG endings". Of course he re-wrote them! One I'd love to rewrite the ending for is HEAT with favorites DiNiro and Pacino. A Great Flick. Great actors. In the classic diner scene, Pacino, the con, faces off with DiNiro the robber and says "I'm gonna getcha " "Yeah - maybe", shruos DiNiro. (He shrugs good.) and adds, "But I can be gone in 30 seconds. See? You can't do that. You got all that stuff house, furniture, wife ... " shrugs again, "but I'm already

In the movie, Pacino almost catches DiNiro in a bank robbery but one small sound and DiNiro calls it off the caper and is none - (30 seconds) - which is how the ending should have worked. But no, some Hollywood turkey has these two grown men leaping over fences and foot chasing all over the airport runways at LAX. Crap. I'm with Bradbury: give us Watchers the chance to write

This year...6 personal vows

the right ending!

I will continue to make the effort to earn Priviles

I will keep my weight down because I have all those clothes from "before." I will be more careful not to slight, hurt or

(in 3 parts), (1) I will walk out of meeting ovies and events that aren't right for me. (2) Ar

l. Best seats; first served; instant reservation trive for more of the non-cost extras that make Life

filled, giving season has just ended and you know what - could you

ever imagine a more magnificent charade on such a global scale? Without regard to regions, borders, nationalities, or most religions, all the adults are the happy, willing culprits, smiling, pretending, gently lying to children with the most worthy of intentions: creating happiness - for the moment

It's wonderful. I love it. Too had us grown folk don't have the universal common sense to adopt the feeling of that season for the following year. And the one after that. Etc.

The Ten Commandments aren't multiple choice.

Some people.

Was in travel agency exchanging some US currency for Euros, A family of four - father, mother, two small children - was in a cubicle arranging a trip when the little boy made sounds like "bathroom". Naturally, the father politely asked the agent they were working with if he could use the facility.



The dummo agent said "We don't have a public bathroom. It's private." The father protested. Another woman, apparently the supervisor, was passing the cubicle and the agent asked, "Can we let this little boy use the bathroom?" [Ready?] This supervisor and left. (In her absence, an "exception" was

made for the small boy's needs.) Who trains these

Customer Service Suggestion: Don't buy a lot of WAYMISH books. [Why Are You Making It So Hard...for me to give you my money?] Just order enough books so you have one for every new employee as part of his/her indoctrination package. At least get the new hire on the right track by teaching them The Rule of Waymish: with your Company! Call 1 888 929 6474 toll free.

Ready, Aim...
The ladies are excused for this one, but did you guys know that in every men's a common house fly at about 10 o'clock in the urinal? The conditions since the addition of the "the fly

High Level Capture down on Albu Talba, a tiny village of mud buts and shepherds. The area was known as the ancestral home of

sein's mother, and a tip had suggested he was hidine there. Incongruously, the troops found CBS anchor Dan Rather instead, wearing a flak jacket and belmet ' Question: Did US Intelligence question Rather, or rathe did they question his intelligence? I picture him crouched would love to see a picture like that! No. I don't like him

The hard-rock band Hell on Earth announced a suicide by a terminally ill person would take place on stage duri heir St. Petersburg FL concert. Oh NO!, said the City Council and sprang into action to pass a unanimou emergency ordinance fluking it illegal "to conduct a suicide for commercial purposès, and also to host promote and sell tickets for such an event."

> However, band leader Billy Tourtelot said, "This is about standing up for what you believe in and I am a strong supporter of physician-assisted suicide." Hell on Earth viously garnered publicity by having chocolate syrup wrestling as part of it's act and prinding up live rate in : blender. Change the question. Is there a psychiatrist in the

Remember these 2 things. · Aan aardvark is aan aanimal like ann aanteater · A clean tie will always attract the soup of the day

In November, Chris and I were in Granada, Spain at Kar Otto Skogland's invitation to celebrate the opening of his splendid new 25 room Casa de los Miguletes right und the famous site of the ancient Moorish site, the Albambra one going near Granada Spain should contact me. will send you the brochure and "family rates" for th

When we were leaving, our travel plan to Holland was 5:30 a.m. taxi to meet a 6:00 a.m. hus to make the fline from Malaga to Madrid to interconnect to Amsterdam. No good. The first bus left too late to meet the plane to make the connection etc Drut!

"No problem!," cheerily announces master hotelier Skogland, "You should take a new car, a Mercovies, clean

safe, with a trusted driver who knows the road, who knows precisely how to get to the airport, who gets you there on time, comfortably and early

"We can arrange this. So let us do that. It will be about \$100 and well worth it. So you can be picked up early morrow right here at the door, have all your bags carried to the car by the man, no changing, no dragging baggage, no standing on street corners. You get into a nice car, go to sleep, rest and you are in Malaga in plenty of time. This It will make you day?

Now you who consider yourselves sales neonle... is this a classic presentation - or what? Right off the top of his head. I quickly wrote down exactly what he said. Read the words. It's all there:

The Situation. The Problem. Benefits. The Cost. The reinforced images of comfort, on time arrival,

The confident Close: "We can arrange this For students of Sales, it's the Assumptive Close, No. doubt. No questions. Done. It's fun listening to a super

People Don't Listen...to Themselves .otherwise, why would they say? You never heard this before?" "You don't remember me telling you this?"

"If you'd told that me before. What's the matter with you? Hard to say any of these in a cool, even tone. Try it. Strong opinion: Scolding is no good. Loses friends. Makes people angry. Answer Figure out another way to say it

his Lincoln, blowing the horn, and berating the slower driver ahead of me. He laughed. That laugh made me

rier. I snapped "What??". He smiled, "How do you handle Big problems?" Ouch. Another Lesson of Life. I hate advice - except when I'm giving it

Writing is triggered by comments. When I mentioned hearing Stan Kenton when he first came to the East Coast, someone in my LAJazz group commented "Boy! You have been listenine to jazz for a lone time." So in bits iotted down helter skelter memories of bands, places appenings since I heard my first big band in 1938. It's printed in a 12 page pamphlet. If you don't have one and want one or want more than one, just e mail me.

Son Chris sat next to her on a flight from Mexico. They talked. She described her extraordinary company, immit, which designs and manufactures extremely high fashion teak outdoor furniture. A prime market: the decks of super yachts in the Mediterranean. Another, the unlikely area of Bahrain and such Arabian countries when he oil-rich are in an unholy race to build the "biggest and

The up shot of Chris's conversation is a delightful riendship with Jane and a day-long sales session with he terev California staff as they launched their 25th anniversary. Moral of the story: send your son out flying all over the hemisphere

Advice on Handling Life:

ongest" mammoth vachts.



Some mistakes are

Birthdays are good for you; the more



My Wish for You

Notes of Appreciation in 2003 I Wish you Noise the laughter of friends the instant joy of a jok n May?) And the pleasure (this is strange to say) of being the roar of the ocean part of ADTrottenberg's eulogy team. If ever you need a shining example of How To Do A Memorial, ask me. It was the crackle of a good fire peautiful, story-filled, character revealing, loving and entire

I Wish you Quiet

time to read each page of a book to wonder about life look at art and try to understand the univers

I Wish you Challenges

to raise questions and get answers

I Wish you Comforts

memorable meals with close friends sense to abide the quirkiness of friends to feel the love of your extended family

BE CONSIDERATI

utomotive advices from MO-noE Sweethaarts like Li Casey of United Airlines who know how to make a guy goof-WARNING with thanks. The on-going e mail tug of words, news and debate emanating from Rudy Oetting, Re-upping one dinner Do Not Read This Section... Unless Your Name Is In It with Brain Hein in New York into an LA friendship now that he's at Staples Center LA. (Yea Lakers!) Or trying to make a wo continent splice of two characters like Shane Weaver or Hong Kong and Brian Box Honkins of South Africa (Th Alan Rosenspan for 2nd NEDMA gig. (Alex: Wanna go for leserve each other.) The surprise of Lisa Watson and Jo Birken from Singapore appearing here in LA for a lat

> The pride of doing a small bit for Police Chief Melekian or New Year's Eve by visiting the crowded caravans of out-ofown mobile home visitors and enlisting them one by one a extra eyes & ears of Rose Parade security. The awesome vie rom 3 stories above the gorgeous magnificent million flowered Rose Parade floats for two full hours on New Year' norning - for about the 19th (?) year, courtesy of our

December Christmas dinner as they passed thru to Minne-so-

was intrigued (amazed) at the e mail response to my jazz question: "What's with this Resurrection of Sinatra?" The through the mid 80's. The tenor of most replies was "For me he never went away," and still going strong! So I went out and ought the CD Duet I so's not to miss what Francis Albert could do at age 78. A wonder he was - is.

Brazilian bon vivant, Roberto Ellsworth

Much appreciation for the heart felt and diverse e mail telephone-fax concerns when those California autumn fire wept through in the Fall devouring and devastating all too many houses and people. With raging, unpredictably shifting winds, literally in minutes, home, house, furniture photographs - everything you worked for, gone. So sad. How lucky the rest of us are

ocal Star News. O'Rourke, who always remembers to send A final kick in the year was Lynn and I loading the sleig vitations to intriguing Caltech and 505 events (Mustang) with girl gifts and scooting off to spend a grand The fun of working with my Gateway Tower boss, Virginia Woods. The family huddle feeling of the LAJazz Society gang. Being the object of Lynn's constant/welcome TLC a me and on the road, - great companion that she is. The

Best of all...the rapid global interchange of e mail pitch & catch that keeps the web of our friendships and family spun and snugged up tight. God bless.

extremely short term extensions of early morning credit by Manager "Lucky" at the corner 7-11 when I forget my coffee The laughs, faxes, jokes, Harvey Mackay columns and

or paper money.

Margit Weisgal's welcome Baltimore reports. Brother Dick's

ong, fascinating fact-finding e mails from his Freedom of

formation Secrets searching, and my astonishment a

My son Chris's concerns during our Euro-travels for my

salth, heart and comfort, especially for putting us in Firs

eve Austin's flow of letters and thoughtful Mass cards

Murray Raphel's lightning fast replies and lengthy, lively

ravelogues. Rich Johnson as a zany companion for any rain

sunny day (as long as he doesn't try to convert me.) Dan

Durham, the ever-ready Runny on the Hill Ted Cohn't

e' replacing Bobby Short at the Carlyle Hotel piano in 2004

The ping pong lunch conversations with Horst Lechler at

win Palms or Bizou. My "all news" luncheons with th

nme Walter Winchell of Pasadena, my pal Mary Wilson

who delivers a better flow of local info than an issue of the

istant generosity, ideas, edits and humor. (Rumor: He mar

Class all the way! Daughter Lisa's chatty, cheery freque

phone and e mail check-ins with news of our Oakland fami

grand daughters Iz, As, and doings of Wayne's world.

evelations of his global seafaring escapades.

asual, do-nothing 4 days in Oakland for Christmas. Movies books. Scrabble and Risk games (the teenagers clean Vayne's clock) and just "being family" while Chris and Cathi made their annual hegira to their house in Belize

January 2004