

Jim's Jems February Issue

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Statement of Purpose

Jim's Jems is written and published to provide you with the latest "cutting edge" information to assist in your personal development and growth. The intent is to share information which will help each of us realize our fullest potential as human beings. Your input is important to me. Please send in any stories, articles, or questions. I will endeavor to locate qualified answers to your questions. Thank you, Jim. Remember - C.A.N.I. (constant and neverending improvemnet).

Stress — Less

Considering that stress is probably the major cause of illness in this country and that, as business people, we all have to deal with high amounts of it, I thought a regular column devoted to handling stress and improving health in general might be a good idea. If you have any questions in this area, I will do my best to find the appropriate "expert" sources and get them answered.

Norman Vincent Peale once said that what happens to us is not nearly as important as how we react to what happens. We are going to have stress, regardless. If we had no stress, we would be in a box six feet in the ground.

What is important, however, is whether or not we will allow the everyday stresses to cause us problems. Negative reaction to stress causes, among other things, a tightening of our blood vessels and has been linked to heart

disease. Additionally, there have been studies linking stress with a weakened immune system, perhaps the reason the Epstein-Barr virus was said to attack high powered Wall Street types in large numbers.

Some ways of reducing the negative effects of stress are to engage in regular exercise and spend quiet time either meditating or in deep relaxation. In a stressful situation try asking yourself - How important will this be in a 100 years? And, of course, learn to accept the things you cannot change and change the things you can.

C.A.N.I.

I would like to share with you an idea that can drastically improve the quality of your personal and professional life. In his new book, *Awaken The Giant Within*, Tony Robbins discusses a Japanese practice - Kaizen - which roughly translated means constant and never ending improvement. This principle by the way was taught by an American named Dr. W. Edwards Deming who was brought to Japan by General McArthur in 1950 in an attempt to help rebuild that country. Dr. Deming trained the Japanese in his "quality control" principles. The basic core belief he taught is this: that a constant, never ending commitment to increase the quality of their products and every aspect of their business every single day would give them the power to dominate the markets of the world.

We can, as Mr. Robbins suggests, adapt that philosophy right now in our everyday lives. He has created a simple mnemonic: C.A.N.I., which stands for Constant And Never-ending Improvement. We at JDP pledge our commitment to C.A.N.I., and invite you to do the same.

There is no reason why America should not regain the position of world economic leadership we once enjoyed. We as business people are in a

position to implement change and make the commitment now to take those small steps daily which will continually improve all areas of our business and personal lives.

If you have not read Tony Robbins latest book, I would like to personally give "Awaken the Giant Within" my highest recommendation. If you would like more information about the Anthony Robbins material, call C.C.Cherek at Robbins Research, 1-800-445-8183 Ext. 149. Mention this newsletter and he will send you a copy of their newsletter featuring books, tapes, and more.

Penguin Pete's Pearls of Wisdom

Advertising Trends To Watch:

Video Brochure

While not exactly new, the use of the video brochure is becoming more and more popular.

Considering the difficulty getting the attention of your prospective customer, using a video brochure makes sense. Rather than compete in the already overcrowded newspaper or magazine marketplace, many companies have been using direct mailing methods to gain entry into the mind of the consumer. Once you have determined your target audience, direct mail can be a worthwhile means of reaching them. The drawback is, that because of the inordinate amount of mail we receive daily, getting your message read is becoming increasingly difficult. This is where the video comes in.

A direct mail video increases the chance of your message being seen. It is a natural curiosity to want to find out what is on a videotape and few of us would pass up looking at the tape, if only for a short while.

Another use for the same video is as an in store demonstration or sales aide, a practice used by manufacturers for years.

Audio Brochure.

Considering the onslaught of printed material, many companies are also turning to the trusty audio cassette as a way to get their message across. This is a particularly good method if your client base spends a lot of time commuting by car. An otherwise busy person will be more likely to pop a cassette into their car player than read, or even watch, your message. An added benefit is that an audio tape costs considerably less to produce & copy.

Recycling Makes Sense

Naturally, it makes a lot of sense to use environmentally friendly ("green") products whenever possible.

With this in mind, JDP is urging all of our clients to consider using recycled paper for your future printing needs.

An additional benefit is that you can use the "recycled" logo, which makes your position known to your customers. Some of the newer sheets of recycled paper even have the logo as a watermark. A nice touch.

Jim's Jems March Issue

Is the glass half empty or half full?

A recent Money magazine survey reported that 22% of the respondents said the economy was in the early stages of a depression. An equal number said they thought recovery was underway. They're both right! To quote the late personal development pioneer, Earl Nightingale "The mind moves in the direction of your currently dominant thoughts." If we are looking for a depression, we will find it, however, if we continually seek the positive and ask ourselves how we can improve a situation, we will, I am certain, discover the silver lining within the cloud.

To borrow from Tony Robbins once again (my wife thinks I should start a Tony Robbins fan club but the truth is that he has a lot to offer in terms of using our personal power and not becoming "victims" to events around us), it is the quality of questions we constantly ask ourselves that will determine the outcome of any situation. If, for instance, in a business situation we take a posture of "woe be me" and reinforce the negatives all around us, we will continue to see that. On the other hand, if we begin to ask ourselves positive, leading questions like "What steps can I take to increase my level of business?" or "How can I turn this situation around?" or "What is the opportunity here that I am not seeing?" we will eventually get answers from within.

I am not asking anyone to deny that we are in a difficult time nor am I asking you to take my word for this. Try it! You will draw your own conclusions based on your own experience. Yes there is a recession and yes there is recovery. It is up to us to choose where we want to play the game.

Perhaps one of the reasons I am so taken with the teachings of Mr. Robbins is that he is not asking anyone to take what he says on blind faith. He is

challenging all of us to awaken to the God given power we possess within ourselves.

Penguin Pete's Potpourri

Need A Paper Shredder?

The average person receives 17 pounds more of "junk mail" than they did 10 years ago.

Working 9 to 95

A survey of 1,500 people over the age of 90, seventy two percent listed "having the right career" as a factor contributing to their longevity.

It Baffles Me

A U.S.A Today study found that mail with the new 9 digit zip code was late 36% of the time, while the old 5 digit zip was late 23%

Which Side Are You On?

A recent Money magazine survey found that when asked "which do you think about more often . . . money or sex?" 76% said money!

Books on Tape

Rather than drive along listening to your car radio, why not try using that time to improve your mind? To quote Brian Tracy, a motivational speaker, trainer, and business person, "radio is chewing gum for the mind." Considering the average amount of time we all spend travelling in our cars, we have an ideal opportunity to feed our minds. Our cars can be a

“rolling university” if we so desire. a good source for business oriented audio programs is the Nightengale-Conant Corporation (800 111-1111). While we are on the subject, there is a company in Mass. that offers computer training as well as business programs. You can either rent or purchase training video’s for many popular computer software programs. They are Careertapes (800 1211-1111). Many of you are aware of my own concept in this area, The American Business Emporium. This is presently in the “looking for venture capital stage” but will, hopefully, begin soon.

Got A Problem?

Here’s a technique for helping to solve problems that are troubling you.

Sit quietly and relax. Formulate the problem or challenge clearly in your mind. Write it down on a piece of paper and put it away. After some time has passed, usually 24 hours, look at it again.

This technique engages the powers of your sub-conscious or super conscious mind and has been used successfully for centuries. Try it!

Travel Tip

While on our recent California vacation, I discovered an interesting practice employed by hotels. We had originally reserved two nights in San Francisco at the Sir Francis Drake. The basic room rate was \$250. I had booked the room through a purchasing group to for \$125 (if you want to know more about this – call me). Prior to arriving in SF, Georgia (my wife) had seen an ad in the San Francisco Chronicle for a special “winter rate”. A slightly smaller room at the same hotel was \$69 per night! Evidently what

the hotels are doing is advertising a greatly reduced rate in the local papers only. This allows them to make last minute decisions based upon occupancy. If you are travelling and want to save some money, you may want to obtain a copy of the local paper (usually the Sunday edition) for the city you plan to visit. If you have a similar experience, please share it with the rest of us.

“If you advance confidently in the direction of your dreams, endeavor to live the life which you’ve imagined, you will meet with a success unexpected in common hours.

Henry David Thoreau

Coffee

Many of us are cutting down on our caffeine intake to improve our health. This is a good idea, however, be careful. An article from John Hopkins University cautions us that even moderate (1 or 2 cups per day) coffee drinkers can experience withdrawal symptoms. These can include headaches, fatigue, muscle pain and stiffness, and even flu-like symptoms (not to mention attitude changes). To minimize withdrawal symptoms, gradually reduce your caffeine intake over a period of several weeks.

HealthWatch

Surveys of top executives consistently find health-care costs at the top of their list of concerns.

In the U.S., employers shell out an average of \$3,200 per employee each year for medical care. This is not exactly news to anyone, however, by comparison, one of the largest wellness programs, at Johnson & Johnson,

costs about \$200 per employee per year and saves money on health care claims.

For instance, Coor's brewery reports that they save about \$6 for every \$1 they spend on their company wellness program. This is something that can be adapted to virtually any size business and has far reaching positive effects. If you are interested in setting up a program in your business and need assistance, we can help.

Jim's Jems April Issue

Spring is in the air once again. A time for new beginnings. A time for growth and expansion. In this issue of "Jems" I would like to offer some thoughts about personal growth and perhaps challenge you to commit to doing some of the things you have always wanted. Once again, I want to thank everyone who has provided encouragement and feedback. As always, your comments, suggestions, and questions are welcome. In a future issue, we will be adding a reader column, where your opinions can be shared. If you would like to contribute, please send in your letters.— C.A.N.I. (Constant and Never Ending Improvement)

Purpose: A Reason To Expend Energy

I was much younger when I first heard that statement and, over the years, I've been amazed at how often I have seen the effect of this attitude. Why, for instance, do people age differently? What keeps

some people going strong while others seem to have given up on life and are just waiting for it to be over? I am convinced the difference is having a purpose. We need a reason to get out of bed in the morning. We need something outside of ourselves to keep us going.

A favorite story I heard was about a priest who had gone to his doctor for stomach pains. The doctor informed him he had a terminal illness and suggested to the priest that he go home and put his affairs in order as he did not have long to live. Having done this, the priest decided to make a last pilgrimage to a church he had wanted to visit, in Mexico. As he was approaching the church, the priest saw a young boy running off with the poor box. Grabbing the youngster by the scruff of the neck, he demanded to know why he was stealing from the church. The priest learned that the boy and many of his friends were orphans and had no food. He had stolen the poor box, he said, to buy something to eat. The priest was very moved by the young boy's story and went off into the village to see for himself. To make a long story short, the priest was so moved that he began an orphanage and today, 25 years later, is still running it. He found a reason to keep going, a strong purpose in life.

Reportedly, one of the reasons George Burns is still going strong is that he is booked for his 100th birthday, and as we all know, the show must go on!

Winners Never Quit

“For of all sad words, of tongues or pen, the saddest are these: It might have been”

John Greenleaf Whittier (1807–1892)

“The Secret Of Success Is Consistency Of Purpose”

Colonel Sanders went to almost 2,000 places trying to sell his chicken recipe before he found an interested buyer. The fact that we can buy Kentucky Fried Chicken today attests to his perseverance. Thomas Edison tried almost 10,000 times before he succeeded in creating the electric light. If he had given up, you would be reading this in the dark! Sylvester Stallone was down to his last \$600 before he found a company that would produce Rocky. The rest is history!

The message in the above quote from Disraeli is clear. To truly succeed requires a total commitment to your goal. Too many people make the mistake of quitting just short of success. Keep going no matter what. If you really believe in what you are doing, give it all you've got and don't give up. You will succeed.

There is no such thing as failure. That's right, every action produces an outcome. It may not always be the outcome you are looking for but it is an outcome none the less. If you monitor the results of your actions and keep correcting them, you will eventually produce the outcome you are looking for.

It's Time To Do It!

If you, like many of us, are concerned with your cholesterol, you should know that in a study involving college women there was a 20% increase in cholesterol levels, prior to an exam. The stress of the exam caused a rise in cholesterol! Another study tested men who had lost their jobs. Their cholesterol levels rose during the jobless period

and went back to normal once they had resumed working. Interestingly enough, there was a direct correlation between their cholesterol and depression levels.

Penguin Pete's Potpourri

Great Thoughts, by Longfellow

Great thoughts belong only and truly to him whose mind can hold them. No matter who first put them in words, if they come to a soul and fill it, they belong to it, whether they flowed on the voice of others or on the wings of silence and the night.

Ageless Wisdom

When asked for his secret for living a long life, George Burns replied "Keep Breathing!"

Think Again

If you are anxiously awaiting that blissful day when you can retire and do nothing you may be interested in knowing that, statistically, people who retire and do not find something to do with themselves usually die within 7 years.

To speak wisely may not always be easy but not to speak ill requires only silence. Anonymous

Your Never Too Old

At one of his seminars a woman walked up to Wally “Famous” Amos and said “If I go to law school now, I’ll be 55 when I graduate.” He replied “How old will you be if you don’t go?”

Carpe Diem

How many times have you said “I wish I had (fill in the blank)?” How many of us have always wanted to do something new but hesitated because of a fear of failing or, worse yet, of not doing it perfectly? Maybe you’ve always wanted to start a business, change careers, or go back to school. Perhaps it’s something more physical like jumping out of an airplane or walking over hot coals.

What are you waiting for? The only thing stopping most of us is the fear that we might fail. So what? Is that any more debilitating than sitting in a rocker twenty or thirty years from now and wondering what could have been if only you had taken a chance? Just go out and do it!

One of the things stopping us is the quality of questions we ask ourselves. All too often, we ask poor questions like “What if I fail, what if it doesn’t work?” Instead, why not ask “What if I succeed?” You may be pleasantly surprised.

Remember — FEAR is only False Evidence Appearing Real.

Put The 80/20 Rule To Work For You

Every sales manager will attest to the fact that 80% of their sales are made by 20% of the salesforce. This is known in training circles as the 80-20 rule and it applies equally to many other situations. For

instance, take a look in your closet and you may be surprised at how this is also true for your wardrobe. I'm not sure why this keeps popping up but another area where we can use it is in problem solving. All too often, the reverse of this rule is applied. We spend 80% of our time defining and re-defining the problem and only 20% on solving it. Why not try it the other way around?

Devote only 20% of your time and energy to defining the problem. Define it clearly. If you want, write it down but do not spend any more time on the problem. From this point on, once you have defined the problem you are trying to solve, focus only on possible solutions. Write relevant questions, ask others for help, try sleeping on it, whatever, just stay focused on the solution. You will be amazed at how much faster you can solve what were once insurmountable problems. I even know of a woman who said she would write her problem on a piece of paper, fold it up, and put it in the freezer, to be dealt with at a later date. If you are into ritual, you can burn the paper as a way of letting go of your problem.

"If you want to conquer fear, don't sit home and think about it. Go out and get busy"

Dale Carnegie (1888-1955)

For Your Health

We've all heard, over and over again, that one of the best ways to lower cholesterol, as well as improve our general health, is to exercise regularly. That's OK, but, how do you motivate yourself to do

it? I'm not claiming to have the definitive answer but I can share with you what has worked for me.

I was having a lot of trouble getting myself to follow a regular exercise program when I learned a technique that gave me the commitment I needed. What I did was to write down the benefits I would gain from a regular exercise program. I really dug deep for benefits and projected myself 20 or 30 years into the future and saw how exercising now would help me live a longer and fuller life. Next, I listed what I would lose if I did not exercise. What would my life be like in my later years if I did not adopt a regular fitness program now? The image made me uncomfortable enough to get moving. That was almost 8 months ago and I am still doing it. You may want to give this a try. If you have any other helpful suggestions about exercising, please share them with all of us. Good luck.

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Beating The Mid-day Blah's

It's three in the afternoon and your usual mid day slump is about to take over your body. Every day around this time you begin to feel tired and your productivity drops. What can be done about it? Most of us have been conditioned to reach for a cup of coffee as a way to pick ourselves up. If you, like a lot of people these days, are trying to eliminate stimulants, you might want to try an alternative approach. Rapid physical movement is a quick

and healthful way to boost your energy level. If that sounds strange to you, try it! Just stand up and begin moving your arms in a rapid clapping motion while, at the same time, breathing deeply. If conditions permit, you can take a brisk walk. However you accomplish it, your aim is to raise your pulse rate. After a few minutes, you will feel more energized. Like everything else written here, don't blindly take my word for it, give this a try for yourself. You may look silly to your co-workers, but you'll feel better.

Jim's Jems May , Issue

Feature Article

"As a man thinketh in his heart, so is he"

This quote from James Allen in his legendary book "As A Man Thinketh" appears in writings which date as far back as the beginning of recorded history. The same message is repeated over and over through the centuries:

"The destiny of man is in his own soul"

Herodotes (5th century B.C.)

"Our life is what our thoughts make of it"

Marcus Aurelius (121-180)

"A man's what he thinks about all day long"

Ralph Waldo Emerson (1803-1882)

"A man is literally what he thinks"

James Allen (1849-1925)

"We are what we believe we are"

Benjamin N. Cardozo (1870-1938)

"Our self image, strongly held, essentially determines what we become"

Maxwell Maltz (1899-1975)

"All the resources we need are in the mind"

Theodore Roosevelt (1858-1919)

Unless all of the people quoted above are crazy, or this is just a passing “new age fad”, our self-talk, the constant dialogue we have inside our heads all day long, is more important than we sometimes realize. We are continually having a conversation in our heads and, depending on what we are telling ourselves, this can either help or hinder our growth. All too often, we berate our behavior by internally “yelling” at ourselves with phrases like: “look what you did now dummy” or “see, you can’t do anything right” and so on. We tend to ask ourselves weak questions such as “Why can’t I ever lose weight?” or “Why does this always happen to me”?

Why then do we tell ourselves we are stupid or, worse yet, tell our children they are dumb or incompetent or any one of the many negative images we project on those we love (including ourselves)? How can we expect a positive outcome in a situation if we negate it by telling ourselves it won’t work? I’m amazed at how many people buy lottery tickets or go to Atlantic City and say something like “I don’t ever win anything”. I don’t mean to imply that a positive outlook will make you win the lottery but at least be open to the possibility or don’t bother to buy a ticket in the first place because, as all the great people in history have said, we do “create our own reality.”

I cringe every time I hear someone who has just opened a business say something like “well I’ll give it a shot and if it doesn’t work, what the heck, I’ll go back to my job. They’re doomed before they begin.

A lot of our self talk has to do with what we were told by our parents, teachers, and peers during our early years but there is no reason why we should continue this negative self defeating habit.

We can monitor what we say to ourselves and when it is negative, do something to change. For instance, one technique is whenever you catch yourself using a negative message, mentally say “cancel. cancel” and immediately replace it with a positive affirmation. The more we do this the more it becomes our way of thinking and, as someone once said “change your thinking, change your life.”

If we hold our goals clearly in our minds, and focus attention on them on a regular basis (like daily) we will “move in the direction of our dreams”.

For Your Health

Many years ago, while studying yoga, I was taught a breathing technique called “alternate nostril breathing”. It wasn’t until recently that I began to understand why the yogi’s use this practice on a regular basis. You see, we have two hemispheres, or sides, of our brains which alternate in dominance throughout the day. Each nostril corresponds to one of the brain halves. The right nostril is associated with the left or logical side of our brain while the left nostril is associated with the right, or abstract, creative side of our brain.

The reason this is important to people practicing yoga is that in meditation, the desired outcome is to balance the two brain hemispheres. This can be accomplished through the use of mantras, sound/light devices, and of course, breath control. By practicing the alternate nostril breathing technique, we are able to relax our minds and begin to balance the two halves of our brain. This helps to relax our minds, which, in turn, will

make us feel calmer and over a period of time, reduce stress. As usual, I'm not asking anyone to take my word for it. Just try this technique for a while and decide for yourself if you like it.

Alternate nostril breathing is performed as follows: (CAUTION-do not at any time force your breathing. If you feel light headed, or dizzy by all means stop. As with any other exercise, you may want to consult your medical practitioner before beginning.)

With the index finger of your right hand, close off your left nostril. Inhale through your right nostril. Do not strain, just breathe slowly and relax. Now, with your right thumb, close off your right nostril and exhale through your left nostril. When you have exhaled completely, with your right nostril still closed, inhale through your left nostril. Now close your left nostril and exhale through the right. This counts as one repetition. Once again, inhale through the right nostril and repeat the process. Continue this for about 6 to 10 repetitions or as long as it feels comfortable. Don't worry if you have trouble at first, especially if you have a sinus condition. After a bit of practice you will improve. Remember not to strain or do too much in the beginning. To learn more about this and other breathing techniques, there are many good yoga classes taught as well as books available. Try your local library or health food store for more information. One especially good yoga book is "Hatha Yoga" by Swami Sachidinanda.

According to The Walking Magazine, when we get dehydrated, our electrolytes become imbalanced and our performance suffers. They suggest that, for peak performance, you take a regular water break throughout the day. The average person should drink about two quarts of water during the course of the day, and, if you are exercising, drink even more.

Penguin Pete

When a man with money meets a man with experience, it is likely that the man with money will gain some experience and the man with experience will gain some money!

The FDA relies on drug companies to provide the information about the safety of their products. Is this like asking a bar tender if drinking is good for you?

Have you heard about the new garlic diet? You don't lose weight but you look thinner from a distance!

Connection between nutrition and depression

A recent story from the Associated Press reported that symptoms of depression affected nearly one quarter of the people interviewed. In a new study, contributing to problems ranging from lost time at work to suicide attempts. Of the 18,571 adults studied in five cities, 23% reported suffering from two or more symptoms of major depression. The American Psychiatric Association defined major depression as persistent loss of interest or pleasure in all or almost all activities. Associated symptoms include change in weight, appetite disturbance, sleep disturbance,

lethargic or agitated movements, feelings of worthlessness and recurrent thoughts of death or attempted suicide.

This is of particular concern when you add to that the recent reports about certain anti-depressant drugs being harmful. There have been stories about people using some of the newer anti-depressant drugs who have exhibited extreme behavioral changes and in more than one case, even became violent.

One area that has not been publicized enough is the connection between diet, vitamins, and nutrition. Although the mainstream newspapers and magazines have, in my opinion, been somewhat remiss in dispensing information, there is plenty of documentation to support the connection between mental health and diet.

Specifically, many studies by accredited medical institutions have determined that there is a connection between "B" vitamin deficiency and a host of mental symptoms.

If you have been feeling more depressed than usual lately, in addition to seeing your medical practitioner, look for changes in your eating habits which could be causing vitamin deficiencies. With all of us going on and off diets, on a regular basis, this is one area needs to be monitored. This is one reason why any diet should be cleared by your doctor before you begin.

Keeping in mind that the questions we ask ourselves determines how we experience the outside world, instead of asking things like "Why do I feel so depressed?" try asking more empowering questions like "What can I do right now that will make me feel good?" or, better yet, ask "What am I grateful for in my life?" It is very difficult to become depressed if you are

focusing on all that you have to be grateful for in your life. In closing, I want to mention a great little (very little) book titled "One Minute For Myself" written by Ken Blanchard, author of the bestselling business book "The One Minute Manager." And, don't forget to stop and smell the roses!

Quotes

"Somebody should tell us, right at the start of our lives, that we are dying. Then we might live life to the limit, every minute of every day. Do it! I say. Whatever you want to do, do it now! There are only so many tomorrows"
Michael Landon

"Nothing great is created suddenly, any more than a bunch of grapes or a fig. If you tell me that you desire a fig, I answer you that there must be time. Let it first blossom, then bear fruit, then ripen" Epictetus

"If it doesn't have a heartbeat, it's not important" George Donovan

Dolphin Story

There was an interesting story about dolphins reported in Readers Digest magazine recently. In one of the many experiments with these willing creatures, the scientists placed a television within sight of the dolphin. After some time, the dolphin began swimming rapidly around in circles and repeatedly tossing its ball up in the air. Knowing that dolphins were fond of imitating the actions of people, they went to see what may have been causing this strange behavior. Much to their surprise, they found the

dolphin watching a basketball game. Could this be the beginning of the first interspecies sporting event? Aquatic basketball!

Why Help Others? Why do things without being paid?

There was a time when I would ask myself that question. I no longer have to ask. I know, from my own experience, that everything we do, all that we give out - good or bad - comes back. It is human nature to want to help our fellow beings who share this planet, and, if you consider something that was once said by Wayne Dyer, the famous author, that because we do not take anything with us when we leave this earth, then it is safe to conclude that we are here to give - not to take. Think about that for a while. Besides the good feeling I get from helping and giving where I can, I have been in business long enough to realize that everything comes back. The old saying "what goes around, comes around" is really true. I have had enough instances in my life that I no longer question it or try to write it off as coincidence. There have been times when I have done something to help another person and a short while later, for no reason, with no connection, my phone will ring and someone will want to hire my company for a project. This has happened time and time again. Sometimes it is a referral, sometimes not. I do not need to understand the magic of the universe, I just have to accept it. Of course, if you start out with the intent of doing good because you will get something in return, that's another story. That's called manipulation. It does not work. The religious principle of "tithing" is basically the same concept. It is written in the bible (the only book I know of

that has been on the bestseller list for over 2,000 years) that whatever we give will come back to us ten fold. The message here is a simple one. If we try to help each other, and give where and when we can, good things will happen. It is truly a Win - Win practice. If you look at people who have been very successful, you will see that one of the things they have in common is that they all gave much more to humanity than they took. One of my favorite examples of this is the late Jim Henson, I once had the opportunity to briefly meet him and since have always admired what he stood for and gave to us all. His motivation was to entertain children and by doing this in a great way, he made a lot of money. The money was a by product of his efforts - not the focus. I think this is an important distinction. If you look at history, you will see that people that start out in business looking to make a quick buck usually fail while those that do what they love and add to the marketplace they are in, usually succeed.

Jim's Jems June Issue

June is here already. I have always felt that June was a special month - at least for me. A lot of it has to do with being born in this month, under the sign of Gemini, but it is also a time of new beginnings. There are graduations, with many young people stepping out into the world on their own for the first time. It is also the beginning of the warm weather and vacation season. In keeping with the theme of beginnings, I wanted to focus this issue on goals and direction and, of course, possibilities and living your dreams. Remember - C.A.N.I. (constant and neverending improvement)

If you ask race car drivers how they are able to get through those tight places without hitting anything, what you will hear is - "look where you want to go, not where you don't want to go." If you look at the wall, chances are, you will hit it. We can use this metaphor in our lives as well. Focus on what you want in your life rather than what you don't want. All too often people spend most of their time and energy thinking about what they want to get rid of - I want to lose 10 pounds, or what they don't want - I wish I didn't have these bills. Try instead to focus on what you do want. I was talking about this with a friend recently and learned that the way sky divers are able to "link up" in mid air is that they look into the eyes of the person they want to connect with. Their bodies then follow and automatically move toward each other.

I was thinking about this one day when our cat (Ming) came into my office. He likes to sit by the window ledge behind my desk and fantasize about catching a bird. I watched him as he began his ritual for getting to the window ledge. First, he sits looking intently at the top of my desk. It's like he is focusing on being there. He then jumps to the desktop, a distance 20-30 times his height, easily and effortlessly. I realized that this is the same principle in action. "Advance confidently in the direction of your goals." This practice works whether your

goal is to get what you want in your life or simply to jump to the top of a desk.

The other element that cannot be overlooked, it was appropriately pointed out to me, is faith. Ming has faith and trusts that he will not fall flat on his face and so should we!

What Are You Waiting For?

Recently, someone said to me “Yeah but I’m too old.” It saddens me to hear such comments especially in light of some of the facts below, compliments of the UC Berkeley Wellness Letter.

Verdi composed his “Ave Maria” at age 85.

Martha Graham performed until she was 75 and choreographed her 180th work at age 95.

Michelangelo was carving the Rondanini Pieta six days before he died at 89.

Marion Hart, sportswoman and author, learned to fly at age 54 and made seven nonstop solo flights across the Atlantic, the last time in 1975 at age 83.

Grandma Moses had her first one-woman show when she was 80.

If you think you are too old to do something you’ve always wanted to do, you may want to reconsider and just go for it!

For Your Health

Silent Killers!

Recently, I had a first hand experience with a loved one in the hospital. One of the lessons that has come out of this challenge is an incredible motivation to stay healthy! In light of that goal, one area we can reduce or eliminate is needless worry. Consider the following excerpt from a tape by Earl Nightengale, about how we spend our time worrying:

Things that never happen - 40%

Things over and past that can never be changed by worry - 30%

Needless worries about our health - 12%

Miscellaneous worries - 10%

Legitimate worries - 8%

92% of the average persons' worries take up valuable time, cause painful stress, even mental anguish, and are absolutely unnecessary

If we can eliminate or at least reduce the amount of time we spend worrying needlessly, we can have a significant effect on the level of stress in our lives and thus, improve the quality of our health.

Worry is another emotion we can help to eliminate by applying the wisdom found in the Serenity Prayer - "God

grant me the serenity to accept the things I cannot change, Courage to change the things I can, and Wisdom to know the difference.” This goes back to what we’ve said before about changing your thinking to change your life.

Penguin Pete’s Potpourri

Coffee On A Roll

According to the Department of Transportation, more than one quarter of the people who commute by car, eat their breakfast while driving to work.

Physician Heal Thyself

The U.C.L.A. School of Medicine, reports that 50% of doctors do not have a personal physician and an equal number of female doctors do not perform monthly breast self-exams.

Tooth Alert

The average person spends less than 1 minute brushing their teeth, although dentists say it takes 2-3 minutes to do the job right and 5 minutes if you floss.

TV Dinners

According to What Counts: The Complete Harpers Index, 50% of Americans watch television while eating dinner. The same article notes that 36 million American adults read

below the eighth grade level. Draw your own conclusions.

Aging Boomers

The John Nasbitt Trend Letter informs us that in only eight years — one in three workers will be 45 or older while 47% of the labor force will be women. The new minority workers will be native born white men.

We experience in life that which we hold consistently in our thoughts. The challenge is that if you do not know where you are going, any road will get you there. I think, and statistics bear me out, that one of the major problems is that many people do not set concrete goals. How can you expect to achieve anything if you do not know what it is you want? Over the next few months, I will share with you some goal setting practices and exercises I have found helpful. I'm sure some of you have heard of the "Yale University Study." that took place in the 50's. A survey of the graduating class revealed that only 3% of the group had written goals. A follow up, 20 years later found that those 3% had a net worth greater than the other 97% combined! I am not suggesting that money is the only measure of success but I'm sure you see the point.

Below is a simple goal setting exercise. Why not give it a try?

Go For It!

Goals Exercise

One of the great incentives for setting goals is having successfully accomplished one or two of the goals you set. When we reach a goal, it gives us a sense of fulfillment and encourages us to continue to set and work toward even greater goals. A good way to begin this practice is to single out 4 or 5 areas of your life and set “As Soon As Possible” goals for them. These are the changes in behavior and attitude that can’t be put off any longer. Goals that you can, and perhaps should, begin now.

This can be short term or even daily goals and can include things like “I will begin an exercise program - now” or “I will use a ‘to do’ list and check off each daily goal as I accomplish it.” If you try these ASAP goals in your life, I think you will accomplish more and feel good doing it.

Next issue, we’ll discuss the why behind the goal. It has been said that a person can accomplish any goal if they have a big enough WHY.

“If we did all the things we are capable of doing, we would literally astonish ourselves.”

Thomas A. Edison

“It is not God’s will merely that we should be happy, but that we should make ourselves happy”

Immanuel Kant (1724-1804)

Jim's Jems July Issue

Happy 6 month anniversary to Jim's Jems. It's hard to believe that I have been producing this newsletter for six issues but here we are. What originally began as a vacation announcement has become, truly, a labor of love and is now 6 issues old. To all of you who have provided me with the loving support and encouragement which has kept the fire of enthusiasm burning and allowed me to continue, I thank you from the bottom of my heart and humbly request that you please keep your comments and suggestions coming. Remember - C.A.N.I. (constant and neverending improvement)**GI - GO**There's an saying in the computer industry GI-GO — "garbage in, garbage out." It means that you get out exactly what you put in. The same principle applies to our mind as well. Norman Vincent Peale, perhaps the most well known proponent of positive thinking, has said that if you remove all the negative thoughts from your mind, you must put something back in it's place. We simply cannot live in a mental vacuum. If we do not replace the negative thoughts with something positive, they will eventually return and we will slip back into our old negative thinking patterns. It's like James Allen said in *As A Man Thinketh*, "A man's mind may be likened to a garden, which may be intelligently cultivated or allowed to run wild; but whether cultivated or neglected, it must, and will, bring forth."If we want our lives to remain positively directed, we must continually plant positive thoughts, affirmations, and sayings on a regular basis. Perhaps this is why I am constantly reading motivational material, listening to tapes in my car, using affirmations, and trying to associate with positive people in general. I have found that the quality of my life improves in direct proportion to the amount of time I spend listening to or

reading positive, uplifting material. Maybe one of the reasons I continue writing this newsletter, as well as articles for other newsletters, is that I need to continually reaffirm these principles for myself. There is an old proverb that says “We teach best what we most need to learn”. If that is the case with my writing, so be it. My desired outcome is that we all benefit and grow from sharing these ideas. As Wayne Dyer so beautifully puts it, “Everybody on the planet who is on the side of helping to improve the quality of life for all people is on my team.” We are, in fact, a team. With all the negativity around, it is extremely important for those of us who are trying to focus on the good and promote positive ideas, to share our experience and thoughts. This is truly a “win - win” situation.

ACTION

Carlos Casteneda writes, “A man of knowledge lives by acting, not by thinking about acting. Tony Robbins uses the metaphor, “Knowledge is potential - action is power.” I ask, “what is the difference between someone who has ideas and someone who has successfully actualized their ideas?”. The only difference is the latter has taken action. They have done something about it. This is a key to accomplishing anything in your life. Personal Power = Action

Make the extra phone call, write that extra letter, or to do whatever it is that you have a tendency to avoid doing. Procrastination is surely a death rattle. It will stop us from ever achieving our goals, from ever accomplishing what we want in our lives. It will prevent us from ever having that which we want and deserve for ourselves and our loved one’s. In order to live fully, you must end procrastination — now. Don’t be like the guy who was going to start a club for procrastinator’s but decided to wait. It is estimated that if we were to try to reproduce the thinking capacity of one human brain in a

computer, it would take a piece of land the size of the state of Texas! Think about that. Texas is a pretty big place!!!

For Your Health
The Space Between The Notes
In every culture, religion, and spiritual study we find the practice of meditation. People have used meditation as a means of self discovery since the beginnings of recorded time. Recently, however, there has been even more discovery about the benefits derived from this practice. Beyond the metaphysical aspects of meditating, there is scientific evidence that the regular practice of meditation helps slow the aging process. A 1978 study measured a group of adults for three variables pertaining to biological age. They monitored blood pressure, acuteness of hearing, and near point vision. All three steadily deteriorate as the body ages. What was discovered was that meditators, as a group, were significantly younger biologically than their chronological age. The best score was a female patient who was fully 20 years younger than her chronological age. A backup study in England later calculated that each year of regular meditation takes off roughly one year of aging. To learn more about this and further explore the frontiers of mind/body medicine, I suggest reading "Perfect Health" and "Quantum Healing", by Deepak Chopra, M.D.

Penguin Pete's Potpourri

Ponder This "Give up suffering," the teacher suggested. The student questioned, "what will I get?" The teacher smiled and quietly answered, "a lack of suffering."

Mom Can't Win According to The Motherhood Report, 55% of mothers who work outside the home feel guilty about working and 45% of the mothers who don't work outside the home feel guilty about not working. **T**

his Can's For You, Bud

Each recycled aluminum can saves enough electricity to operate a TV for three hours and it takes 95% less energy to produce an aluminium product from recycled aluminum than from raw aluminum.

Time ManagementThe average father spends only 8 minutes a day in meaningful conversation with his children and the average couple has only 4 minutes of closeness daily. Maybe it's time to turn off the TV altogether.

Pile It HighAccording to Catalyst magazine, each 4 foot stack of paper can save a tree. (Ed. note: if you have a laser printer you can save paper by using both sides for the test sheet usually printed when you turn on the power).“It is only with the heart that one sees rightly. What is essential is invisible to the eye”The Little Prince

Go For It!The Why Of Goals There are a lot of wonderful books and tapes about goal setting. They will teach you how to set goals, what kinds of goals you should consider, even how to write them down and what kind of paper to use. The challenge I have is that they overlook a very important ingredient — namely WHY! Why do you want to accomplish a particular goal in the first place? This is one of the keys to achieving a goal. For instance, I may want to lose weight. OK, that's a reasonable desire. However, I will surely work more toward achieving it if I can come up with some good reasons. For example, I may not want to look fat and get old before my time. That kind of motivation gives our mind a better focus and increases our likelihood of reaching the goal. After you have written a set of goals you want to reach, go back and write a short paragraph about why you want these particular goals and what you are missing by not already having them in your life. I think you will enjoy the results.

Jim's Jems August Issue

August is a time of vacations, beach parties, and trying to stay cool, unless you happen to live in San Francisco in which case you are trying to stay out of the fog. Whichever, I hope you are having a great summer. As the fall approaches, it is a good time to think about planning for the coming business or school year. I have continued with some short goal setting exercises to assist you in your planning and my desire is that they are helpful to you. Here at JDP, we are going through major changes and making plans for some really exciting new enterprises. I will keep everyone informed as we progress. In the meantime, please enjoy this issue and be well. Remember - C.A.N.I. (constant and neverending improvement)

The Buck Stops Here All one has to do is listen to a group of people sitting around talking to realize that blaming has become a national pastime. We are creating a society in which blaming the other person, the system, or some force outside our control, is the norm. When faced with unpleasant conditions in our lives, we are quick to point to our lack of education, our parents, the school system, the government, the welfare system, our bosses, our co workers, our spouse, the recession, and the latest dumping ground for all of our problems - The Dysfunctional Family. The problem with this type of blaming behavior is that we are giving our power away. If I am blaming some forces outside of myself for the conditions in my life, then I am powerless to change them. If, on the other hand, I am willing to take responsibility for the condition, I am acknowledging my power to do something about it. This is such a simple concept it is often overlooked. For instance, if you are blaming the recession, real or imagined, for your business doing poorly, then you must wait for the recession, real or

imagined, to end before you can hope to do better. This is crazy! If you plan to sit around and hope the recession ends before you die of starvation, you don't have a chance. On the other hand, If you are willing to accept responsibility for your current state of affairs, you have taken the first step toward changing it. Once you are willing to ask "what new action can I take to change this situation", then you are on your way. Before we can hope to take control of our lives, we must cultivate the willingness to accept full responsibility for all of our "stuff". The good and the not so good - it all belongs to us. Acceptance, then, is the first step toward change. Honestly look at the situation and then be willing to take the steps necessary to change what you don't like. The next, and equally important step, is ACTION. Remember: Personal Power is gained by taking Action!

Map Out Your Goal

If you have been following the suggestions about goal setting in the last couple of issues, you probably have several goals written down by now. If not, please set aside some time to do this. If you have a goal you are committed to, write it down. Once you have written goals, you may want to employ a technique called a "Treasure Map." This is something I learned many years ago from a man named, believe it or not - Leo Sunshine. Yes, it was in California. Yes it was in Marin County, where everyone is a little strange. What you do is take a piece of poster board and begin to build a visual "map" of your goal(s). For instance, if one of your goals is a Mercedes automobile, go to a dealer and obtain a picture of the model you want. You can add a picture of yourself in the map, headlines of Mercedes advertisements, perhaps a picture of your home, and any other visual aids that will help your sub-conscious absorb the idea. The more pictures and

visual elements you can include, the better. When you have finished, hang it in a place where you will see it on a regular basis. Of course, you can make smaller treasure maps and carry them with you. I would love to hear from you about your experience and results from using this technique."The truth that many people never understand, until it is too late, is that the more you try to avoid suffering the more you suffer because smaller and more insignificant things begin to torture you in proportion to your fear of being hurt"Thomas Merton

For Your Health Feel Down? Look Up!

The next time you are feeling a little depressed, try looking up. That's right, look up. Reach your arms overhead and let your eyes follow. You may be surprised to find that it is impossible to stay depressed while looking up in the air. You see, looking in an upward direction engages our "visual" sensory files, that part of our mind that sees pictures. Depression is usually a result of something we are telling ourselves, using our auditory sensory apparatus. By switching our senses, we are able to change the way we feel. This can also be useful if you are trying to talk to a depressed person. If you stand above their eye level while speaking to them, it will cause them to have to look up to see you and help lift (no pun intended) their mood. Another sure fire help for the blues is rapid physical movement. Get up and move around. Go for a walk, jog, swim, do some movement that will raise your pulse rate. The increased activity will help rid you of your depression. Something else to consider: I think you will agree that we control our thoughts. You may also agree that our thoughts produce our feelings. How, then, do you explain feeling depressed and not knowing why? We choose to think the thought. The thought produces a feeling and we believe the feeling

to be real when, in fact, we created the whole thing in the first place. It's one thing to build castles in the sky and quite another to try and move into them!

Penguin Pete's Potpourri In A Hurry?

If you're hopelessly in love and can't wait to get married, there's a place just for you. The L'Amour Wedding Chapel (1-800 322-LOVE) in Las Vegas (where else?) offers a "drive through" marriage ceremony for people too busy to get out of their cars. Maybe they could install an ATM machine so you can pick up some cash for the honeymoon?

No Weigh Out

A department store in Australia reports a marked decrease in shoplifting. They've instituted a policy of weighing customers when they enter the store and then again when they leave. If the before and after weights don't match, the police are called. This eliminates the in-store snack bar.

It All Adds Up

Energy saving techniques used since 1973 have saved the United States \$150 billion a year. One might ask where the savings went?

Flamenco Workout

There are as many ways to exercise as there are calories in Ben & Jerry's ice cream. A new trend that's gaining in popularity is the Flamenco, a folkloric dance begun two centuries ago by Gypsies in Southern Spain. Flamenco is great for your legs and posture. Pretend you're a bullfighter or perhaps Carmen. Ole'!! "Do Not Go Where The Path May Lead, Go Instead Where There Is No Path And Leave A Trail. Ralph Waldo Emerson Go For It! The Next Step In the June issue, you were asked to perform a goal setting exercise. In July, we discussed the "Why" behind a goal and how to become

motivated. This month, I would like to expand goal setting to begin to develop a sense of what you want for the long term. Take a few minutes and write down what you want in the areas of Personal Development, Things, and Finances. Really let yourself go and dream big. Write whatever comes to mind in these areas. Who do you want to become? What do you want to have in your life? How much money do you want? Write actual amounts. Your subconscious mind cannot focus on something like “a ton of money”. Be specific. After you have written your list, next to each goal write the length of time necessary to accomplish it. Some things on your list may be 6 months, 1, 5, 10, or 20 years. This will give you an idea of what you want to work toward. Just try to get an feeling for what you would like your life to be like 10 or 20 years from now. Next month, we will expand this exercise and become more focused. The time you invest in this exercise is well spent.

Jim’s Jems September/October Issue

Welcome to the new expanded edition of Jim’s Jems. Thanks to everyone who has commented on this newsletter, we are now publishing a more in-depth issue and will continue on a bi-monthly basis. In this edition of Jems, you will find several new categories as well as an announcement about our company name change. Also included with your copy of this newsletter is an announcement about our upcoming seminars. I hope you can attend. As always, please enjoy this issue and feel free to write with your comments. and, of course: Remember - C.A.N.I.(constant and neverending improvement)

“Our Doubts Are Traitors, And Make Us Lose The Good We Oft Might Win, By Fearing To Attempt” William Shakespeare“

Who Said That? You waited a long time for that special evening. The dinner was great and your date was quite impressed that you were such a good cook. Everything was perfect until you began to serve the dessert and proceeded to pour hot coffee all over your date’s designer outfit. If you were able to “freeze frame” this moment, you would probably hear a conversation that went something like this, “You dope! How could you be so stupid? Can’t you ever do anything right? See, they were right when they said you were useless. Why don’t you just go out and jump off a tall building?” If you are like most people, your internal dialog is likely to continue in this fashion. This steady stream of dialog has been referred to as your chatterbox, self talk, robot, editor, and a number of other names which all describe that constant, usually negative, chatter going on inside your head. I like the term “Thought Talk” because it seems a more accurate way to identify what is actually happening. Thought talk is that internal conversation we sometimes mistakenly call thinking, when a more accurate description would be talking to ourselves. You cannot stop the internal dialog but you can change what you are telling yourself. We all have these conversations with ourselves. The difference between people who have a healthy self-image and those who do not is that the former have learned to control their thought talk and use it for positive reinforcement. For instance, when you perform a task well, why not tell yourself you did well, congratulate yourself, and, by so doing, teach your mind to reinforce this desirable behavior. On the other hand, when you make a mistake, rather than beat yourself up about it, why not just see it as a mistake and nothing more.

Affirm that you will be better next time and move on. Somehow, in growing into adulthood, we have developed an insane belief that we should do everything perfectly. That's nonsense! If you have a small child and he or she is learning to walk, how many chances will you give the child to succeed? After a couple of tries will you tell the child they are stupid and say, "OK, that's enough. You'll just have to crawl for the rest of your life. I guess you just don't have what it takes to be a walker" I doubt you would react in this manner. Let me ask you then, why do you do it with yourself? This type of disempowering behavior is another reason people have a fear of trying new things. Fear of failure is probably one of the biggest obstacles to human progress in our society. Again, we have this concept that we must be perfect right from the start. Think about any activity you now know how to do. Were you born knowing this? Not hardly. Somewhere along the way you had to learn. I'll bet you were not very good at first, but with trying, you became better. All the things we take for granted like tying our shoes, riding a bicycle, driving a car, etc., were skills we had to be taught. Give yourself permission to make mistakes. You will anyway, so you might as well allow yourself to do it. By doing this, you gain the freedom to go out and experiment with your own life. Herbert Otto once said, "Change and growth takes place when a person risks himself and dares to experiment with his own life." This is your life. It is not a dress rehearsal!

Penguin Pete's Potpourri

Lighten Up

There is a fax circulating among the female members of congress that lists "dumb" men jokes such as: "Why is it a good thing there are female astronauts? So someone will ask directions if the crew gets lost in space."

(ha)As Old As Your StuffThe definition of middle age is when the products you bought with a lifetime guarantee begin to wear out.

The Eyes Have It

A vacation is a success if we manage to change the color of the circles under our eyes from black to tan.

Make Sure You're Missed

The ideal length of a vacation is long enough to be missed but not long enough for anyone to discover how well they can get along without you.

Less Time Than You Think

If you have stopped smoking and think you have to wait years to realize the health benefits, consider the fact that within 72 hours your lung capacity is already increasing. A long term incentive is that within 3 to 5 years, your risk of a heart attack drops to that of a non smoker.

Toss It

One more good method for cutting down on the amount of paper in your files is to ask a simple question. Before you file it, ask: "Will I ever look at this piece of paper again?" If your answer is no, toss it. You could also ask if you could find it from another source should you have a need for it in the future. If so, you guessed it — trash it (in a recycle container, of course). It takes creative paper handling to survive in our information society without hitting "overwhelm."

Crimes of Beauty

According to Allure magazine, U.S. Customs reports that people are smuggling liquid cocaine in factory sealed shampoo bottles. This lends new meaning to the term “blow dryer.”

Bovan Associates

JDP Communications has a new name — Bovan Associates. This new name reflects new directions as well as additional resources. We have formed strategic alliances with other companies & individuals whose expertise will allow us to expand our services to assist you in your business and personal development. Our goal is to become an even more valuable resource to you and your company. Bovan Associates will provide the following services:

Personal Development Seminars & Workshops

In-house Seminars To Suit Your Individual Needs

Motivational Speakers For Conferences & Conventions

New Business & Start-up Consulting

Sales Consulting and Sales Management Workshops

Marketing & Advertising Assessment and Consultation

Quality Assessment & Q.C. M. Implementation

Marketing Support Materials, (Brochures Newsletters, etc.)

We are committed to providing the highest quality products and services in an atmosphere of mutual cooperation and support. If you would like to receive a brochure explaining our services in detail or wish to schedule a meeting, please call our office at (718) 967-3064 or 1-800-944-3064. You can fax your request to (718) 967-3442.

Statement of Purpose

The mission of Bovan Associates is to provide individuals and businesses access to the latest developments in the human potential movement. Through workshops and seminars, we will encourage excellence and endeavor to inspire people to achieve their full potential as human beings. We will provide on going support in the form of communications services and consulting, to assist our clients in developing their personal and professional capabilities. Our commitment is to C.A.N.I. (Constant and Neverending Improvement)

Personal Development — Physical Health

Ready, Set, Breathe

When was the last time you took a really deep breath? If you are like most people, breathing is something you take for granted. We assume we are breathing correctly but this is not necessarily the case. Most people have a very shallow breathing pattern and this can add to our everyday stress. When we get anxious, we tend to take short, rapid breaths. One way to relax under pressure is to purposely slow your breathing and take long, deep breaths. Some time ago, I learned a breathing technique which has been very useful for increasing my energy levels. It is something I can use at any time during the day if I feel a bit run down. The technique itself is pretty simple and originally comes from one of the yoga breathing exercises. If you are going to try this, please remember not to strain at any time and to stop if you feel dizzy or lightheaded. It is not necessary to strain when doing this technique. Regular, sustained practice, over time will benefit you more than trying to master this in your first session. Of course, if you are under the care of a medical practitioner, please consult with

them before undertaking this or any other physical exercise. Essentially, the technique is this: Inhale for a count of say five or six (if this is too much, use a shorter count). Hold it for a count equal to 4 times the inhale count, then exhale for a count equal to twice the inhale count. For instance, using 5 as your inhale, you would hold the breath for a count of 20 and exhale for a count of 10. Like I said, do not strain. If this ratio is too strenuous (if you smoke or are not in great shape it may well be too much) you can use a ratio of 1 to 2 to 1. In this case, you inhale for a count of say 5, hold for a count of 10 and exhale for a count of 5. Either way, if you practice this exercise for 5 to 10 repetitions, two to three times a day, you will begin to feel the results in a short time. In addition to feeling more energized, this type of breathing has a cleansing effect on your body. Deep breathing causes lymph fluid to move through your system and helps to cleanse the cells. All in all, this is an excellent practice and I think you will enjoy it.

Personal Development —
Mental Health
The Still Small Voice

In the July issue of Jems, I wrote about how every spiritual leader and philosopher in recorded history, along with every stress reduction program being taught, has encouraged the practice of meditation. To delve further into this concept, let us take a look at some of what takes place when we sit quietly and “go within.” The obvious is that our blood pressure is lowered and our heart rate slows. What follows is not so obvious. When a person reaches the “alpha” state, a state associated with deep meditation, many events take place. This is the state associated with “waking sleep”, a state when our brain is producing waves in the alpha range (4-8 hz. per second) as opposed to our regular awake (“beta”) state of 10-15 hz. per second and above. These higher brain wave states are what is called anxiety and stress. In the alpha state, in addition to feeling calmer and being more relaxed, our bodies work more efficiently. Our internal

healing mechanism is activated and our brain's ability to produce neurotransmitter activity is increased. These activities partially explain some of the claims made for meditation. Claims like an increase in intelligence and the elimination of illnesses. It is, in reality, our mind and body working at their potential that is doing all this. This is part of our inherent "magical" ability.

One Life To Live

If you want your life to be more memorable and exciting, try the following: Every week do something, participate in an activity or whatever, that you will remember for the rest of your life. Can you imagine living like this? Can you imagine how many truly exciting activities you will experience? If you can, then go out and do it!

Yes, You Are Creative

We are all capable of creativity. To say you are not creative is to deny yourself the experience and pleasure of creative endeavors. You may have not tapped into your creative abilities as yet, but, that does not mean you do not have them. One simple method of enhancing your creativity is to change the way you approach everyday tasks. Your brain likes challenge and responds better to change than to routine. Try looking at a problem or situation from the opposing viewpoint and see what ideas you get. Change your morning routine or any other daily occurrence. This will stimulate your creative juices and I think you will be surprised how easily creative ideas will begin to flow. Do not judge ideas, just relax and let them flow!

Business Bits

Coming Soon!

Bovan Associates will be offering the entire Nightengale-Conant Audio & Video library at discount prices to our readers. Now you can continue your self-development program, improve business and selling skills among your staff, and save money in the process. For more information about this, please call our office.

Don't Giftwrap Garbage

It is not necessary to perform insignificant tasks perfectly. Efficient people get things done right, while effective people get the right things done! Type Tip Studies with various kinds of printed material have concluded that using all capital letters in body copy reduces the readers comprehension by more than 60%. Your copy is more likely to be read and understood if you use upper and lower case type.

Don't Forget The Home Business

Home based businesses, according to Home Office Computing magazine, are responsible for buying more than \$25 Billion in products and services since the beginning of 1992. This figure represents an increase of 18% over last year.

No They Never Returned

A recent survey of home based business owners concludes that the main reason for starting their own business was the desire for independence and 88% of the survey respondents said they would never return to the corporate environment. When asked about the benefits, 78% said they were happier and 85% felt more relaxed.

Selling To The Home Office

One of the best ways of reaching this hard-to-locate market is by networking through “leads clubs” or “home business clubs”, which are growing in popularity.

“Do Not Wish To Be Anything But What You Are, And Try To Be That Perfectly”

St. Francis DeSales

Jim’s Trend Watch

If you are following the women’s accessory industry, you will notice a movement away from handbags and pocketbooks toward those “fanny packs” or “belt bags” as they are called. Those are the small bags worn around the waist. This trend is evidenced by the entry into this market by the top designers like Chanel and Escada. Look for other manufacturers to follow suit (no pun intended). Good idea, considering this puts less strain on your lower back.

Thanks, Thoughts, and Other Things From “Jems Readers”

Thanks From Readers

“Just received our copy of Jim’s Jems, thank you for sharing it with us.” Jim & Pat, PA.

“Makes my job a little more bearable.” Ken, NY”

I want to thank you for your newsletter and tell you how much I enjoy and appreciate it. Every day, you and your family are in my prayers."Pat, NY

Jems On-line"

I would like permission to reproduce your newsletter on my local BBS, here in Jefferson City, MO."Robert, MO."

I recently read your newsletter with great interest. I found it informative and worthwhile reading and would like to make it available to the members of my organization. We have a local BBS here in Columbus, Ohio."Bruce, OH
(Both BBS's along with Compuserve, America On-line, and Brainstormer now carry Jim's Jems. We welcome our electronic readership).

From Far Away

Dear Jim:I sit here quietly in the background and always read your newsletter. Quite simply, it's excellent and keep up the good work. I just wanted to drop you a line so you know we are out here in the world."Edward, United Kingdom

Jim:I have just read with interest your July issue of Jim's Jems. Do keep up the good work."Jill, United Kingdom

Thank to all of you whose positive response has been the inspiration for my continuing to publish "Jems". I sincerely hope you find the information here beneficial and useful.Jim Donovan, Editor

Please send your comments, suggestions, or questions to: Jim's Jems
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