

LIFE AND TIMES

“The Business of Living.. Work, Play, Style!”

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Who Says?

“Being able to fight the fire is one thing, but providing some medical treatment or saving someone’s life gives the feeling of making a difference.”

– **CA Fire Fighter on ABC News**

“The greatest things in life are not things... our self-worth is not [about] our net worth.”

– **Rick Warren on FOX News**

Commentary

From ‘Jena Justice’ to ‘I Have a Dream.’

There’s a good chance that many of you are aware of the ‘Jena Six’ case. This is the story of apparent injustice where six young men were arrested after a fight for standing under a tree declared as, “for whites only.” Many social commentators argue that this case was covered in the media because it served as a modern day Civil Rights issue.

If Dr. King were here today he would likely be involved with the “March on Jena” effort. However, his time would not be limited to marching because when you consider the movement’s legacy you’ll soon realize that it could be summed up by the words, **“vision, passion and mission to affect millions.”** The Civil Right Movement

was daring because there was a vision for a better America.

If you want to see similar success in your personal and professional life then it’s equally important to be operating with a vision. This allows you to prepare for a brighter future. It allows you to think big even if you have to start small. A vision paves the way for what you might accomplish in life. Where there’s no vision, there’s no precision.

So what was it that made them respond to the call for change? Well, it was due in part to their passion for effecting change. They had a passion for living beyond someone’s limiting definition of them as a people. Connecting with your pas-

sion in life is certain to put you on a path where the fire that burns inside is not to bring destruction but instead brings about a revolution in thinking and living.

“We shall overcome,” was the mantra used to keep the “change agents” encouraged to the end. Their ultimate mission was to create a force for good that would turn the legal, political and economic system inside out, upside down and right side up. That they achieved as **“separate and unequal” became “equal opportunity employer”** and Jim Crow Esq. became “persona non-grata.”

Dr. King is someone who led the movement and lived the dream guided by a vision, passion and mission that affected millions.

Today’s Trends

Bringing Classy Back

palities are beginning to adopt statutes that make it a punishable offense for exposing your underwear.

It’s almost as if those in the Public Service arena are tired of this “knack for slack” and believe it’s time to work on bringing classy back. Coca Cola knows something about bringing classy back after it changed formulas to a “new coke.” It didn’t go over well so they returned to

the “classic formula” which saved their bottom-line.

Yes, there’s no problem in flaunting your physique but do we need to know the color of what you’re wearing inside? If you want to be in tune with today’s fashion trends then consider how bringing classy back might move you to still get a “wink from an admiring eye” without being lustful ambitions.

Career Trac

Surviving a Layoff

The Major League Baseball substance abuse investigation is heating up. A growing list of players are being put under the gun to answer questions about their training regimen. One individual who continues to be followed by a cloud of suspicion is Barry Bonds.



Not to suggest there's a connection but in San Francisco, the Giants have already told Bonds that his contract is not going to be renewed next season. This decision will make Bonds a free agent. The reason given by the

team is that his skills are no longer a fit as they begin to retool the roster.

Sounds familiar? Well, most employers might not put it quite that way, but when they announce the need for layoffs or news of downsizing they are pretty much saying the same thing. In other words, the employment marketplace exhibits some similar characteristics with professional sports. This means that over time, you will have to know how to function as a free agent.

Longevity in your career comes when you operate like the **"CEO of Me Inc."** As you adopt this mindset you'll position yourself more as a service provider. You'll spend time corraling your skills and talents into a portfolio of billable services so that the marketplace might have a love affair with what you do and always have use for you. A service provider is more likely to have alternate sources of income opportunities as well as multiple means to see them through to their professional end.



Notes & Quotes

Transform Your Business in 90 Days!

Take a look at your career. Haven't you discovered that it was the simple answers to life's most complicated situations that yielded the best results? In many cases it's in knowing the right questions to ask that then produces the right answers.

That's the premise of the book **"21 Questions That Will**

Build Your Business in 90 Days," by Andrew Morrison. He spent the past 20 years as a marketing consultant to small businesses and Fortune 500 companies. He built his own direct marketing company from zero to \$3 million dollars in sales and won the Young Direct Marketer of the Year Award. He has even been featured on Oprah, CNBC and the Wall Street Journal.

One of the questions from the book is "what's really holding you back?" Morrison suggests that the only thing holding you back is not knowing which questions to ask yourself.

For more information, visit <http://www.90DayPlan.com> where you can sign-up for the next seminar, for FREE marketing tips or to qualify for three FREE gifts worth \$50.

"Start slow, start small, start now. Take steps to move from question to belief to action. Don't procrastinate because the person who possesses the greatest song is still waiting for it to be perfect."

Soul Food

A Professional Breakthrough

Have you been considering your next promotion or business breakthrough? Well, in John 21:1-14, the story is told of how the disciples were out fishing all night. Unfortunately they made little headway and had not caught any fish.

As Jesus appeared they didn't initially recognize him trying to get their attention. He en-

gaged them in conversation by asking, "haven't you any fish?"

This was a question about fish as well as faith. If you're looking to experience a professional breakthrough consider that it might be time for you to exercise some faith. Faith comes through hearing from God.

Jesus then offered some professional advice. "Throw your net on the right side of the boat and

you will find some." He simply asked them to move the net from one side of the boat to the other. Basically, he asked them to make a **paradigm shift in strategy**. Sometimes a small shift can make a big difference and lead to a professional breakthrough.

When they acted on his advice something magnificent happened. **Cont'd on pg. 4.**





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“Something for the People:
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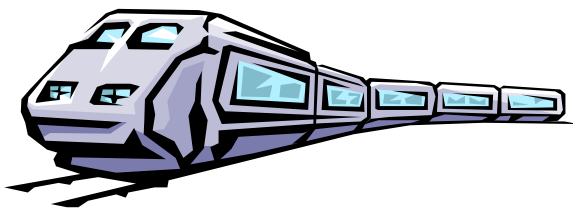
P:- Purpose

R:- Respect

E:- Empowerment

S:- Sisterhood

S:- Success 1-2-3



Featured Attractions

Employment

- Job Fair Resources
- Resume Writing Review
- Career Advancement Programs
- Career Makeover Workshops

Empowerment

- 7 Market Stations
- 4 Power Speakers/Tracks
- 3 Service Windows
- 1 Precision Vision

Entertainment

- Rhythm & Soul Mini-Concert
- Networking Reception
- Book Signing & Door Prizes
- Celebrity Sightings

Testimonials

“A winning combination of style and substance” - **Russell Handy**

“This is the place to be for small business empowerment.” - **Monica Pierre**

“Here comes another event of history in the making” - **Jack Frost**

“Giving the people what they need to reach their full potential.” - **Deborah Moses**

When: Coming Soon!

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Publisher's Points

There's no time like the right time to live your dreams! That statement tells the reason behind the genesis of this publication. In 1996, I left my job as a Computer Engineer to respond to God's call on my life and live my dreams. To say that there's been ups and downs would be an understatement.

Now that I've been through the fire a time or two, I use my business and presentation skills to empower those who want to:

1. Place "purpose in living" at a higher priority in their life pursuits.
2. Go from "average Joe to CEO" without the Ivy League education.
3. Turn a layoff or job setback into a Career Makeover.

In this issue you'll find a wealth of information and inspiration that can help with moving closer to your destiny. If your interest is in turning "social commentary into lifestyle appeal" or raising your financial and consciousness capital then visit our websites and sign-up NOW!



Regards,

Douette 'Doc' Cunningham
Publisher, Author & Career Makeover Coach
www.PurposefulLivingVentures.com

Sail Food-Breakthrough Cont'd from pg 2

They began to catch so much fish that they were unable to haul in the net by themselves because the catch was so large. They ended up having to work as a team in towing the net full of fish back to shore. When they finished counting, they had pulled in 153 fish. The moral of the story is that the catch in business that God has for you, whether that means an increase in salary or customers, cannot be hauled in by yourself. So, consider making a shift in faith, tactic and teamwork and watch what happens as your ship comes in to shore.

Sports Page—Life Lessons from the Playing Fields!

The Sweet Spot

There was a commercial on television recently that described the power points on the face of a golf club. It showed the point for which maximum drive is achieved on contact. This location on the club is referred to as "the sweet spot." Are there any similarities between the sweet spot on the club face and the sweet spot in your life's work?

Effort that is effortless—you know that you've made contact with the sweet spot on the driver when the ball travels farther than the effort should have required. This happens when there is a high level of precision with your swing. The goal is to make contact as close as possible to the sweet spot. The goal in your life's work should be to position your expertise and experience so that there's great ease, precision and impact in the re-

sults of your effort.

A groove that is seamless—from time to time when I'm at the practice range I find myself getting in a groove. This is where I have a sequence of swings that are reminders of why I love this game. Just before I get too full of myself I consider the question of whether I'll be able to duplicate this on the course. Almost anybody can get in a groove on the range because those practice swings are like the equivalent of a "set shot" in basketball. The real question is, "can I go out on the greens or the playing fields of life and do it again and again?"

Time that is timeless—one of the tell-tale signs that you're doing some-



thing that you love is losing a sense of time. This is where you're not controlled by time as much as you're in tandem with time. That's an important factor in being able to experience the "sweet spot" in life and might be a clue about your passion. Your passion can be for play, for work or for keeps. It could be a hobby, a pastime or professional pursuit for which you loose yourself in the activity and thus loose your sense of time.

Self that is selfless—It's also important to loose your sense of self when doing something that you love. That is to say you need not be self-absorbed. When golf's finest players perform on the course they're not caught up in their celebrity status. Instead they're focused on the practical aspects of the game. In other words, they're focused on the FUNDAMENTALS.