



HOW I SEE IT.

Happy Anniversary to US and What it Means to YOU!

As we enter our 12th year, we wanted to share with new subscribers how The One Sheeter® began. On April 1, 1997, about six weeks following my resignation over an ethical conflict with the CEO of a faith-based nonprofit, I decided it was time for me to leverage years of experience to help others REACH their goals.

Obviously I thought I could make money, but my primary focus was to help others avoid the mistakes I had experienced with other employers and their faulty decisions. I also had success stories to share.

No business plan, no business loan, no clue – only a legal pad and a resume of incredible, diverse experience, and Mrs. Crew saying, “Go for it!”

Being a salesman and a marketer, I knew we needed to have a way of talking about what we did, how we did it, and do it in a manner that offered tips and actual insights to potential clients. And we needed to communicate on a regular basis because we knew people would only call us when they needed to, not when we wanted them to.

So a monthly newsletter was created. It was one sheet of paper printed on both sides. Mrs. Crew hand addressed envelopes at first, later we went to labels. We would sit at the kitchen table folding, stuffing, stamping, and licking envelopes. In 1997 we had about thirty. Today, it’s hundreds and hundreds – with one thousand on the horizon.

Even after publishing every month for twelve years, we still enjoy bringing it to readers, colleagues, and friends of the business.

We couldn’t have continued to offer this publication without you, our readers, who have been tremendously supportive of us through the years. You’ve sent in your topic ideas, given us feedback, and most of all called us to be of service – how?

You’ve bought our books and business tools, accessed our articles, engaged us for consulting with your firms, coaching rising stars, and speaking at your professional and trade associations. We are very appreciative!

We know that there are many more owners, executives, and leaders who could benefit from receiving The One Sheeter®. If you know someone who isn’t a subscriber, send them to <http://www.reachdevelopment.com> to read our current or archived issues and subscribe. Don’t hesitate to tell them why you think they would benefit from subscribing.

Little did we know in 1997 that I’d become the author of four books, appear on television, become an Ethics Analyst for FOX Radio News, enjoy a nationwide clientele, and have the opportunity to meet, help, and become friends with some of the smartest, most honest, most dedicated leaders. But enough about US... Our anniversary is as much about YOU as it is US.

Every milestone YOU celebrate is as much about your team, your employees, your customers, your vendors, your supporters, your family, your investors, your industry, and your community. Everything any of us do is *because of* or *in relationship to* others. Whether success or failure, great deeds or scandals, our individual lives intertwine with others.

Our business, our communities, and our economy has been built on accepting responsibility, doing our best, striving to empower individuals to be self reliant, proud, and accountable.

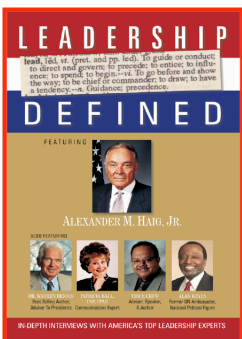
Enforcing and accepting the consequences of decisions - good and bad - is how we all have built our businesses, our careers, our families, and our nation. No matter what others do to undermine our principled American foundation, stand tall, stand up, speak out, and never waiver in your resolve to do what you know is right.

P.S. And THANK YOU all for the ‘attaboy’ on the CNN Anderson Cooper 360° interview the other night.

At least that’s how I see it.

Vince Crew
• Speaker • Author
• Adviser

**Programs,
Assistance, and
Resources to
Owners & Executives
on
Strategic Growth
Through
New Leadership,
Intelligent Staffing,
and Everyday Ethics
development.**



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www.REACHdevelopment.com

The perspectives in this newsletter are not a substitute for tailored counsel or programs designed for your particular situation.

Contact us to discuss your specific needs.

A TIP OR TWO

4 Tips to Guard Against Bad Deals:

These times are fraught with urges to chase anything/everything to improve cash flow and profits – watch out for the wolves in sheep's clothing. Here's what to look out for:

- 1) **If it's not *directly* related** to your mission or core products and services – ignore it.
- 2) **If it sounds to good to be true...** - you know the rest. Anyway always think twice, investigate thrice.
- 3) **If it requires a significant parting of cash or control** – fuhgedaboutit, it's a set-up.
- 4) **If it's not in keeping with your personal, professional, or company values** – run, don't walk, away as fast as you can.

THOUGHTS FROM HERE AND THERE

If you want to be successful -- know what you are doing, love what you are doing, and believe in what you are doing.
Will Rogers

Don't trust anyone who doesn't know how to smile. Or anyone who smiles all the time. James Thorpe

Many of us have seen the forecast that ranks our prospective sales with a 60, 70, 80, 90 percent scale. Why? We all know until the customer decides, it's 50/50 at best. Vince Crew

That is the trouble, he knows the price of everything and the value of nothing. Anon

Trust in the LORD with all your heart, and do not lean on your own understanding. In all your ways acknowledge HIM, and HE will make straight your paths. Proverbs 3:5-6

I will never leave you nor forsake you. Hebrews 13:5

Be still and know that I am God. Psalm 46:10

Do not be deceived: God is not mocked, for whatever one sows, that will he also reap. Galatians 6:7

VINNIE'S COMMERCIAL

In these troubling times, we all need to look for good ideas, different ideas, and reconnect with those who have contributed to our success.

With this in mind and in celebration of our 12th anniversary, we are continuing our commitment to helping others REACH their strategic growth goals in 2009. See what we're all about.

Download our brochures:

- Intelligent Staffing: <http://www.reachdevelopment.com/media/brochures/Staffing-Brochure.pdf>
- Everyday Ethics: <http://www.reachdevelopment.com/media/brochures/Ethics-Brochure.pdf>
- Executive Coaching: <http://www.reachdevelopment.com/media/brochures/Coaching-Brochure.pdf>
- General Overview: <http://www.reachdevelopment.com/media/brochures/Capabilities-Brochure.pdf>

Call. Email. Don't go it alone. We succeed by helping you succeed.

ALWAYS, ALWAYS... Continue to REACH!

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