



HOW I SEE IT.

Christmas *Will Be* Different This Year

As I'm writing this newsletter, I'm also working on my syndicated newspaper column - *Beyond the Bottom Line* - and my first January submission: "The 2008 Economic Grinch That Almost Stole Christmas" - so I'm going to combine a few musings.

The economy stinks. Retail sales will be down. There's a lot of bad news. There is no greater gift in the midst of bad news than truly reflecting on what *really is* and *really isn't* important.

It's a time to re-think priorities, habits, and all of the opportunities and distractions around us. It's a time to clear our minds even though we clutter our lives and homes with so much.

No doubt, many are anxious about their jobs, their careers, their finances, and their futures. We're wondering about the economy, the world, the war(s), the incoming President, and the unknown changes coming in the new year. We have loved ones and friends who are battling health problems and tough times. We've dealt with some troubling relationships over the past several months. It's a time of transition. We're worried, we're nervous, we're unsure. And yet...

If ever there was a time to be sure and reassured, it's at Christmastime. The assurance of the season's message is one of confidence, of commitment, and of courage. It is a time to plan for better days, to say, "Good riddance" to bad times. This is a time to realize that you made it. Regardless of the tough times, you made it. You're still here. And being here is half the battle. The other half is doing something about it. So now what?

- Now, what are you going to do differently in order to be different?
- What are you going to do the same in order to remain familiar?
- What are you going to REACH for in order to become more?

Think about you. Think about those who depend on you. Think about others. Can you make a difference even though times are tough? You bet. It doesn't take much to...

Choose someone special to call each of the twelve days of Christmas

Play in the snow with a child

Remember the Christmases when you were growing up

Share a smile

Give something to a special charity

Enjoy a photo album with your spouse or a child

Volunteer two hours (with your children or grandchildren) at a local charity

Say "MERRY CHRISTMAS" to everyone you meet. Do it without shame, guilt, or intimidation but with the sincere joy of a faith that allows you to persevere.

Christmas isn't a season. It's a feeling. It's a promise. It's a celebration of forgiveness and faith.

Christmas isn't magic - it's miracle. It's HIS miracles for you.

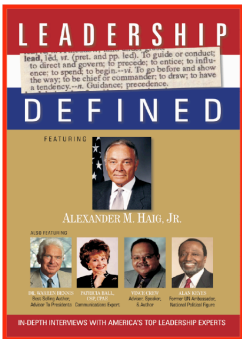
It's a time to wrap yourself up in the arms of someone special and be warmed by the memories of loved ones and childhood.

Christmas *will be* different this year - it will be the best one ever - because you're still here - Because HE's always here. Because we've still got time to make things better. Something big is coming in your life. And it'll be the result of little everyday decisions you make to love, to laugh, to learn and to Continue to REACH!

At least that's how I see it.

Vince Crew
• Speaker • Author
• Adviser

Programs,
Assistance, and
Resources to
Owners & Executives
on
Strategic Growth
Through
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A TIP OR TWO

Rudolph the Red-Nosed Reindeer: The Shocking Truth Revealed

The story of Rudolph the Red-Nosed Reindeer is a deeply ingrained Christmas story. So it may surprise you to learn that it is not a traditional folk tale, but the creation of a young copywriter named Robert May who in 1939 as a promotional tool for Montgomery Ward, invented Rudolph.

The company printed up the story, and gave away 2.4 million copies of the booklet to customers that Christmas. It was so popular that millions more were given away over the next several years. It wasn't until May persuaded his bosses to turn the copyright over to him that it became a financial success. Under May's direction, Rudolph appeared in cartoons, books, songs, and more over the years, securing both May's fortune and the story's place as a holiday staple.

Source: Snopes.com

NOTE: Hey it's still a fun story that embraces family, friends, and faith in self and beyond – so enjoy!

THOUGHTS FROM HERE AND THERE

10 Things I Love About Christmas

10. Smiling people.
9. Opening Christmas cards with special notes.
8. The beautiful Christmas hymns by classic singers and the huge symphonic groups.
7. Christmas Eve service and everyone singing, especially children.
6. Eating great desserts without guilt... for the moment.
5. Driving around and looking at Christmas lights.
4. Our favorite holiday movies: *A Christmas Carol (with George C. Scott)*, *Rudolph The Red-Nosed Reindeer*, *A Charlie Brown Christmas*, *Funny Farm* and *Christmas Vacation (both with Chevy Chase)*, *The Santa Claus*, and *ELF*.
3. The Christmas tree decked out with our Keepsake Ornaments (one for each year of marriage – 31 this year)
2. Extra-snowy Ohio winters (to watch on the Weather Channel now that we live in Florida)
1. Mrs. Crew, a wonderful wife who wouldn't be upset even if I had left her off this list.

Once again we find ourselves immersed in the Holiday Season, that very special time of year when we join with our loved ones in sharing centuries-old traditions like trying to find a parking space at the mall. Dave Barry

And there were shepherds living out in the fields nearby, keeping watch over their flocks at night. An angel of the Lord appeared to them, and the glory of the Lord shone around them, and they were terrified. But the angel said to them, "Do not be afraid. I bring you good news of great joy that will be for all the people. Today in the town of David a Savior has been born to you; he is Christ the Lord. This will be a sign to you: You will find a baby wrapped in cloths and lying in a manger." Suddenly a great company of the heavenly host appeared with the angel, praising God and saying, "Glory to God in the highest, and on earth peace to men on whom his favor rests." Luke 2:8-14

VINNIE'S COMMERCIAL

Thank YOU

Perhaps it's because owners and executives reach out for new ideas and insights in difficult times, or just dumb luck, but 2008 has been our best year ever. We are overwhelmed by increase in every aspect of our work: speaking, consulting, coaching, and writing. Our work continues to be heard and seen nationwide. To each of you reading this newsletter, a sincere thank you for your support, encouragement, confidence, affirmation, and business. We wish you a meaningful Christmas season. Let's work together to make sure we all share a fine 2009!

ALWAYS, ALWAYS... Continue to REACH!

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