

# BLAINES WORLD

#959  
2.9.2015

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## **1. Reflections**

Note: See Section 8 to make your life easier the next time you have to alphabetize something or find a duplicate.

Also, if you're reading this via Facebook and/or in the unlikely event you're not already a subscriber, you can make sure you don't miss an issue (and you get it earlier, too) by clicking:

<http://tinyurl.com/ozgmxgs>

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A. Cynthia, my beautiful bride, and I:

(1) Had a grand time at the Mardi Gras celebration at our community clubhouse. In the top photo, that's us with Sheldon and Janet Harnash--the hosts for the evening. In the bottom left photo, that's Cynthia with Jim Preish (the evening's king; his wife Kim was the queen), and in the bottom right photo, that's Cynthia with Chuck and Linda Hollinshead. Kudos to Sheldon and Janet for all their hard work to make the evening the success that it was, as well as to Marilynne Herbert, Karen Foley and all the other members of the Recreation Committee. For other pictures from the event, please click:

<https://www.facebook.com/media/set/?set=a.10153036171359757.1073741855.519364756&type=1&l=ce04512140>



(2) Saw a powerful production of SHINING CITY at HART's Fletcher Studio. Jeff Messer (far left) and Eric Martinez (next to him) were both outstanding in the leading roles, and we also liked the work of Hanni Muerdter and Will Stoops. Jennifer Russ was a scary ghost on the day we went, and we heard that Kelli Brown Mullinix was equally good in all the other performances. Andrew Gall did a fine job with the play's direction.



(3) Enjoyed getting together with our friend Lisa Gould for a movie (see Section 4A), as well as for a tasty dinner at Tupelo Honey Cafe South.



(4) Dined with Stuart Kraner, another friend, at Stone Ridge Tavern. My hamburger that night was as good as I've ever had, and Cynthia and Stuart both liked their salmon. We also thought that Alexis, our server, was both friendly and helpful.



B. During the week, I attended the monthly meeting of the Asheville Jewish Business Forum that featured an excellent presentation from Michelle Baker (center) on "The Important of Writing and How it Builds Your Brand." Joining us was Vickie Gaddy.



C. Condolences to:

- (1) Roseann Procopio and family on the passing of Roseann's mother.
- (2) David Reid Moore and family on the passing of his other brother Jim.
- (3) Patty Higgins and family on the passing of Patty's father.

D. Congratulations to:

- (1) Susan Reinhardt on her new gig as a columnist for THE BILTMORE BEACON.
- (2) Trevor Rayshay Perry on making it into the Top 6 of SING FOR YOUR LIFE at the Jungle.
- (3) Mike Andrus on having graduated from the School of Pyramids and having become part of the International Circle of Masters.
- (4) Susan Dobroski on her new job as legal assistant for the MAVL Pisgah program.
- (5) Rodney Smith on this great article about him in the CITIZEN-TIMES:  
<http://www.citizen-times.com/story/news/local/2015/02/13/local-boudoir-photo-business-booming/23346111/>
- (6) Susan Marco on having completed the Connected Kids-Teaching Children Meditation, Level One course.
- (7) Carol Shimp on her interview on WRPBiTV now being posted for all to see:  
<http://vimeo.com/70659145?from=facebook>
- (8) Margie Montet on having her article chosen for publication in The World & I, which is indexed by Masterfile Premier.
- (9) Linda Hollinshead on being named the Most Valuable Player in her Schwinn certification program.
- (10) Asheville for being named one of the Top 10 Cozy Cities In America by Honeywell

Heaters:

[http://www.huffingtonpost.com/2015/01/16/americas-coziest-cities\\_n\\_6480828.html](http://www.huffingtonpost.com/2015/01/16/americas-coziest-cities_n_6480828.html)

(11) Asheville, again, for being named one of Top 14 Best Startup Cities in America by POPULAR MECHANICS (January, 2015):

<http://tech.co/popular-mechanics-best-startup-cities-2015-01>

(12) Cheryl Sullivan on being cited in a MOUNTAIN XPRESS article. To read it, please click:

<http://mountainx.com/living/hypnosis-for-well-being-benefits-both-mind-and-body/>

(13) Lyle Rosenberger on being named a Community Award winner at Bucks County Community college for his Volunteer efforts.

(14) Maureen Seibert, along with her husband James, on being named a Community Award winner at Bucks County Community College for her their Partnership efforts.

E. Reminders:

(1) Open enrollment for Obamacare 2.0 ends Sunday night, Feb. 15, meaning those who want insurance have to at least start their applications by then. Some states are giving those folks a few more days to finish picking a plan if they are unable to do so by the deadline. New Yorkers, for instance, have until Feb 28, and Californians until Feb. 20 to complete signing up.

President Obama has even taken to using a Buzzvideo so folks don't forget. To view it, please click:

<https://www.youtube.com/watch?v=INSr0cfZYbQ>

Note: For more information, please click:

[https://www.healthcare.gov/subscribe/?utm\\_medium=paid\\_search&gclid=CJ2ttej-48MCFYk2gQod-zwARg](https://www.healthcare.gov/subscribe/?utm_medium=paid_search&gclid=CJ2ttej-48MCFYk2gQod-zwARg)

(2) There's still time to enter ...

\*\*\*\*\* CONTEST #4 \*\*\*\*\*

One lucky reader will win an autographed copy of the fantastic CD from Jeff Thompson (pictured below), SO FAR, SO STRANGE.



To listen to a song from it, please click:

<http://www.jeffthompsonmusic.com/>

To enter the contest: Put "CONTEST #4" in the subject line of an email and send it to: [bjinbc@aol.com](mailto:bjinbc@aol.com) . . . make sure you include your name AND snail mail address in the body of the email . . . all entries must be received on or before 9 p.m. on Monday, Feb. 16, 2015.

\*\*\*\*\* BLAINESWORLD BEST AWARD \*\*\*\*\*

This week, it goes to Dean Smith (1931-2015), R.I.P. . . . Aside from coaching his basketball teams to an amazing 879 victories, Coach Smith had the unique ability to teach what it takes to become a good man. For example, there was his point to the passer concept: "We started that a long time ago, when I was playing. I was so tired of the star always being the one who scored the most points. I wanted to reward the passer. We started, any game, and in practice, if I scored, I'd turn and thank the guy that gave me the pass. Our players picked it up, and the coaches did it, and the next thing you know, our fans would start pointing to the passers. It made guys anxious to pass after a while. We called it the Bobby Jones Rule, because he once pointed to the passer after he'd gotten a good pass and missed the layup." Source: <http://tinyurl.com/m4q9n8q>.



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## 2. FYI

Using social media to save

You probably think "liking" or "following" a brand on social media will just crowd up your newsfeed, but interacting with your favorite brands can actually loop you in on great deals. Here are a few simple ways you can save money with social media.

"Liking" your favorite brands on Facebook can get you the inside scoop on last-minute deals and discounts. For example, retailers like Old Navy and JCPenney frequently post exclusive deals on their pages, with prices up to 50 percent off. Rite Aid even has an "exclusive deals" tab devoted to featured coupons and weekly offers. Remember, the more you engage with a brand's page, the more deals you'll get to see.

For the rest of this informative article, as well as an accompanying clip, please click:  
[http://www.dailyfinance.com/2015/02/12/use-social-media-to-save-savings-experiment?icid=maing-grid7%7Chtmlws-main-bb%7Cdl35%7Csec1\\_Ink3%26pLid%3D612942](http://www.dailyfinance.com/2015/02/12/use-social-media-to-save-savings-experiment?icid=maing-grid7%7Chtmlws-main-bb%7Cdl35%7Csec1_Ink3%26pLid%3D612942)

FYI, part 1

A. Clips

(1) Bruce Lang in NC: A cover of "Norwegian Wood"  
<https://www.youtube.com/watch?v=s6LaU-gH1to&feature=youtu.be>

(2) Kaleo Wheeler in NC: Music Storyteller  
<https://www.youtube.com/watch?>

[v=wpG\\_K858hIA&feature=youtu.be&list=UUAD0ILMAgidT6F2iO\\_mDduUA](https://www.youtube.com/watch?v=wpG_K858hIA&feature=youtu.be&list=UUAD0ILMAgidT6F2iO_mDduUA)

(3) Mike A. in PA: 10-Year-Old Blind Autistic Boy Sings "Open the Eyes of my Heart"  
<https://www.youtube.com/watch?v=wPTMA7Hllyk>

(4) Karen F. in NC: Teaching a Great Dane table manners - funny  
<https://www.youtube.com/watch?v=Gss2DFAUo2A>

(5) Alyson M. in CO: 25 most famous Israeli folk songs <https://www.youtube.com/watch?v=sb-DtDgP4FY>

B. Other

To read each of the following contributions in full, please click:  
<http://wp.me/p1g9Ev-1P4>

(1) At Grammys Charity Event, Bob Dylan Speech Steals the Show. (2) Stressed by Money? Get on the Couch. (3) Mike A. in PA: I wanted to share a tip that no one else will tell you. (4) Seeking a beautiful death. (5) Neil Raphael: Authors must be marketers. (6) BJL in NC: What I'd Tell Brian Williams. (7) Mike M. in NC: Whiplash.

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### 3. Joke 1

ICE WARNING (useful information to save for the rest of this winter season) ... The National Weather Service has said that anyone traveling in icy conditions should take the following: a shovel, blankets or sleeping bag; extra clothing including scarf, hat and gloves; a 24-hour supply of food and drink; deicer; 5 lbs. of rock salt; torch or lantern with spare batteries; road flares and reflective warning triangles; a tow rope; 5-gallon can of gas; a first aid kit; and jumper cables. . . . I listened and looked like an idiot on the bus this morning, carrying all that stuff!



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### 4. Reviews

A. Saw TWO DAYS, ONE NIGHT, a French drama with a fascinating premise: Can co-workers be convinced to give up their yearly bonuses so that one employee can keep her job? Marion Catillard received an Oscar nomination for her work in the leading role. She was OK, but I would be very surprised if she receives any sort of serious contention—in large part because the film is very slow. And it keeps repeating itself. Only the ending saved things for me, but being Mr. Considerate here, I won't reveal it. Rated PG-13.

B. BIRDMAN is now out on DVD . . . my review from BLAINESWORLD #948 follows: BIRDMAN is an enthralling black comedy about a one-time movie superhero who attempts to make a comeback with a Broadway show that he is attempting to bring to stage. The performances from both Michael Keaton and Edward Norton are among the year's best. I'm hopeful that they each receive Oscar nominations. Rated R.

Note: I thought it was realistic from an acting standpoint and an actor-friend, Joe G. in NY, confirmed that fact.

C. Read FAIL FAST OR WIN BIG: THE START-UP PLAN FOR STARTING NOW (AMACOM) by Bernhard Schroeder.

The author, Director of Programs at the Lavin Entrepreneurship Center at San Diego State University, had previously been a marketing and brand expert for both Fortune 100 and startup companies. In this book, he shows how companies need to forgo a traditional business plan and instead build a viable business model to find, test and sell the market right away.

I especially liked his advice to all entrepreneurs:

- \* You have only one life. Live it.
- \* Quit living the life you think you're supposed to have; live the life you want to have. Whatever you want in life, your work ethic will help you achieve it.
- \* Experts get rewarded and are invited to more opportunities.
- \* Fears of risk and failure are mostly in your mind, and who controls that?
- \* You were not born to do a particular thing; do what you want to do.
- \* Embrace and learn from failure; along the edge of failure lies potential greatness.

In addition, I liked his inclusion of such useful tips as the following:

I don't know exactly how I became aware of it, but about five years ago I discovered Google Alerts. This amazing service sends a summary email of a subject term you have established via their simple registration tool. I get Google Alerts weekly on more than 20 subjects that I am tracking. . . . The beauty of it is that this service is free.

And Chapter Nine, "Entrepreneurs Who Tried to Fail Fast and Won Big," will give hope to anybody who has ever tried to start his or her own business.

Lastly, FAIL FAST OR WIN BIG includes an annotated recommended reading list of books that are well worth extra consideration.

D. Heard GEORGE WASHINGTON'S SECRET SIX: THE SPY RING THAT SAVED THE AMERICAN REVOLUTION (Penguin Audio), written by Brian Kilmeade and Don Yaeger and read by Brian Kilmeade.

Though it technically is historical fiction, this book is based on extensive research about a little-known fact about the American Revolution; i.e., that General George Washington was greatly aided in his attempt to defeat the British by a top-secret group called the Culper Spy Ring.

I only wish that I had the stories of Robert Townsend, Austin Roe, Caleb Brewster, Abraham Woodhull, James Rivington and Agent 355 when I was in school. History would have been a lot more interesting for me had that been the case.

GEORGE WASHINGTON'S SECRET SIX kept me engrossed from the first page until the very last one.

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## 5. TV alert

A. SNL ANNIVERSARY SPECIAL: Sunday, Feb. 15, at 8 p.m. on NBC  
This three-hour special celebrates the show's 40th anniversary and will feature many of the show's 120-plus past and present cast members, anchored by Dan Akroyd, Laraine Newman and other surviving members of the original 1975 Not Ready for Prime Time Players.

B. STEVIE WONDER: SONGS IN THE KEY OF LIFE: AN ALL-STAR GRAMMY SALUTE:  
Monday, Feb. 16, at 9 p.m. on CBS  
Lady Gaga, John Legend, Usher, Ed Sheeran and Ariana Grande are among the stars celebrating the legendary Wonder's songbook.

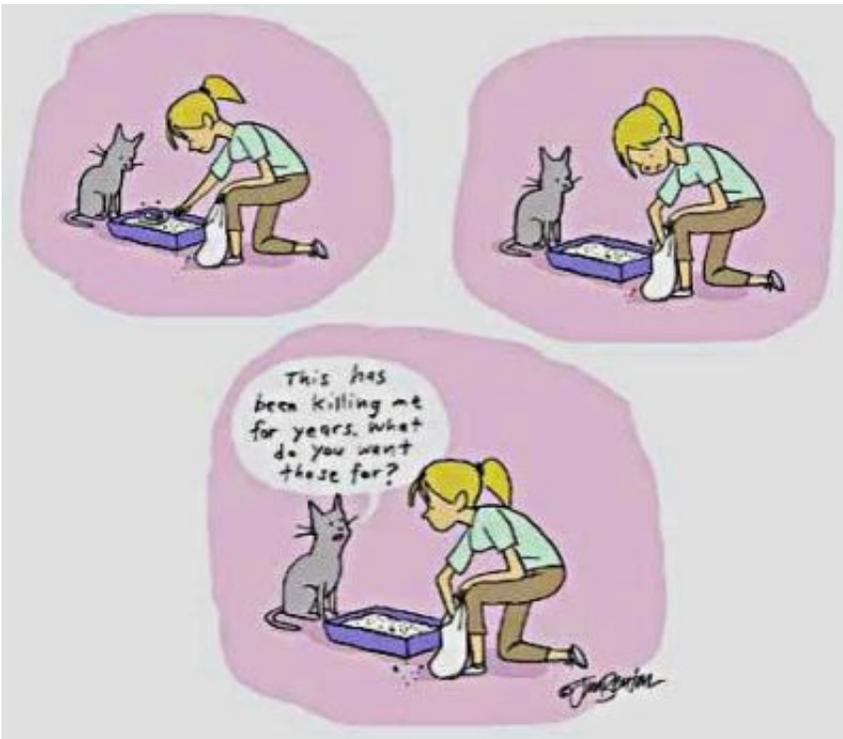
C. ROSIE O'DONNELL: A HEARTFELT STANDUP: Tuesday, Feb. 17, at 7 p.m. on HBO  
The mother of five talks about her health, her family and her undying love of Barbra Streisand.

D. REPEAT AFTER ME: Tuesday, Feb. 17, at 8:30 p.m. (series premiere) on ABC  
This is a new hidden camera show from executive producer Ellen DeGeneres that features stars interacting with everybody folks. There's a twist: comedian Wendi McLendon-Covey is delivering funny lines to the stars via an earpiece.

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## 6. Joke 2

Profound question ...



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## 7. Websites

A. Methinks you'll never complain about how hard you have it after viewing the following clip ...

Michael T. in NC: Changing a Bicycle Tire Without Hands  
[https://www.youtube.com/watch?v=ungjYNa8\\_Kw](https://www.youtube.com/watch?v=ungjYNa8_Kw)

B. Prepare to be delighted by this commercial that, unfortunately, was not shown at the Super Bowl. (It's a lot better than much of the stuff that was.)

Android: Friends Furever  
<https://www.youtube.com/watch?v=vnVuqfXohxc>

C. BLAINESWORLD, the website, remains up and running . . . to view it, please click:  
<http://www.blaineworld.net/>

Ever want to find something from a previous issue? Try the neat search bar that can be used by clicking "Newsletter" to the left and then "Past issue." You'll find the search capability at the top of the page and to the left. So, for example, if you want to find a quote that I once ran on Earth Day, you can do so within 0.21 seconds. Here it was from BLAINESWORLD #655:

"We do not inherit the earth from our ancestors, we borrow it from our children."--Native American proverb

D. Are you on Facebook? In the unlikely event we have not yet connected as friends there, please feel free to send me an invite by clicking:  
[www.facebook.com/blainegreenfield](http://www.facebook.com/blainegreenfield)



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## 8. Technology tip

Want to alphabetize stuff easily? Or do you need to eliminate duplicate items? This free online tool is just what you'll need. To access it, please click:  
<http://www.textfixer.com/tools/alphabetize-text-words.php>

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## 9. Joke 3

As a senior citizen was driving down the highway, his car phone rang. Answering, he heard his wife's voice urgently warning him, "Vernon, I just heard on the news that there's a car going the wrong way on I85. Please be careful!" . . . "Hell," said Vernon, "It's not just one car. It's hundreds of them!"



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### 10. A quote I like

"A mediocre idea that generates enthusiasm will go further than a great idea that inspires no one."--Mary Kay Ash (1918-2001), American businesswoman and founder of Mary Kay Cosmetics

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### 11. Thought for the day

The Wooden, Smith, and K Way ... Coaching PEOPLE First!  
by Brian Biro\*

I have had the tremendous privilege to know two of the greatest college basketball coaches of all time...John Wooden of UCLA and Mike Krzyzewski - Coach K - of Duke. Coach Wooden was my friend and wrote the forward to my first book, Beyond Success and I was honored to interview Coach K for my national Internet radio show. We lost the third of this extraordinary group this weekend when Coach Dean Smith of North Carolina passed away at the age of 83. I was deeply moved as I read the many heartfelt tributes to Coach Smith and it occurred to me that these three giants though different in personality and style brought the world phenomenal lessons that can elevate every one of us both personally and professionally. They didn't give lip service to these principles and ideals...they lived them every single day... Coach K continues to do so...

Here are the greatest gifts they offered us all...

You can judge the quality of people by the way they treat those who can do nothing for them. All three of these magnificent teachers LIVED by this powerful statement. When you were with them, their presence, kindness, and genuine interest in you made you feel truly important and significant. When during a commercial break on my radio show I asked Coach K why he had made the time in his ridiculously busy schedule to allow me to interview him he said, "I read your book and saw how much you love to help others. So I wanted to support you in that work." WOW! No one was listening to these words and I had never met Coach K until that interview. Though we will always look up to these three special men, they never ONCE looked DOWN on anyone.

You don't coach sports...you coach PEOPLE! All three of these legends felt far more joy,

pride, and fulfillment from what their athletes accomplished in life than on the basketball court. Basketball for them was a wonderful vehicle to teach character, unselfishness, discipline, and focus.

Their HUMILITY was constant and genuine. Coach Wooden often said "It's what you learn after you know it all that makes the difference." These three champions were not driven by ego, but rather by WE-GO. Their hunger to constantly learn, to listen, and to grow allowed them to be change thrivers rather than merely survivors. Confident but never cocky these three exemplified a wonderful quote from another legendary coach... Bear Bryant of Alabama football who said: "I'm just an old country plow hand...but if I've learned one thing about getting a team's heart to beat as one... When things go GREAT...THEY did it. When things go pretty good... WE did it. When things go BAD ... I did it! These three lived by a simple but remarkable principle of communication and personal responsibility: The meaning of my communication is the response I get. In other words, if it's not working I start by changing myself!

They led with LOVE rather than fear. As Coach Wooden said, "I never had a player I didn't love...there were a few I didn't like very well...but I loved them all." The most important journey in life is a mere 18 inches in length...from the head to the heart. These three realized that unless they reached the heart they were nowhere. Passion, purpose, full engagement, and absolute commitment to TEAM can only be discovered in the heart.

\* Reprinted with the gracious permission of Brian from his Facebook post of 2.9.14. To find out more about Brian Biro, one of American's top motivational speakers, please click:

<http://brianbiro.com/>

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## **12. Advance planning department**

To read about each of the following events in full, please click:

<http://wp.me/p1g9Ev-1P4>

A. NC events

(1) Upcoming free seminars from Asheville SCORE. (2) Asheville Jewish Business Forum. (3) Inception Point Therapy Workshop. (4) The Asheville Choral Society. (5) STILL ALICE. (6) Health Insurance Awareness Day. (7) Asheville Talent Slam. (8) Body Rolling and foot fitness workshop. (9) How to Get Your Work Published in Literary Journals & Magazines. (10) Annapurna. (11) Seminar. (12) Death and the Maiden. (13) Any Wednesday. (14) The Raindrop Waltz.

B. PA/NJ events

(1) We Shall Not Be Moved. (2) Plumstead Historical Society.

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**PS.** HAPPY VALENTINE'S DAY! ... My hope is that you feel the following way about somebody like I do about Cynthia, my beautiful bride: "You know you're in love when you can't fall asleep because reality is finally better than your dreams."--Theodor Seuss Geisel, more widely known as Dr. Seuss (1904-1991, American writer and cartoonist)



Make it a wonderful week, too!

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