

#1045
10.3.2016

In this issue

- [1. Reflections](#)
- [2. FYI](#)
- [3. Joke 1](#)
- [4. Reviews](#)
- [5. TV alert](#)
- [6. Joke 2](#)
- [7. Clips/Websites](#)
- [8. Technology tip](#)
- [9. Joke 3](#)
- [10. A Quote I like](#)
- [11. Thought for the day](#)
- [12. Advance planning department](#)

1. Reflections

Note: Please make sure you check the clips in Section 7A each week. In particular, you won't want to miss the fourth one, the Trump vs. Clinton segment from SATURDAY NIGHT LIVE, if you haven't already seen it.

Alison: If you're reading this via Facebook or LinkedIn, please be advised that you will get it quicker if you get it via email. Another advantage: You'll never miss it that way because you may not have logged in for a day or two. And in the unlikely event you're not already a subscriber, all you need to do is send an email to blainebc@aol.com and put SUBSCRIPTION in the subject line.

A. Cynthia, my beautiful bride, and I:

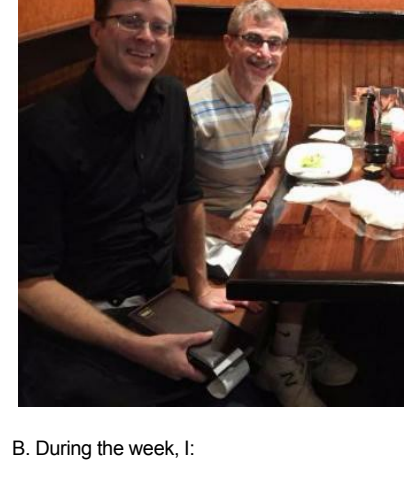
(1) Celebrated Cynthia's birthday with our friends Marcy and Tom Gallagher at the new Iron Hen Cafe in the Hilton Garden Inn in downtown Asheville. The food was good, prices were reasonable, and we received excellent service from Makaya.



(2) Attended a lovely baby shower/party that our friend Marjorie Lefkowitz-Skware put together for her son Gabriel Skware and his wife Christine Mills.



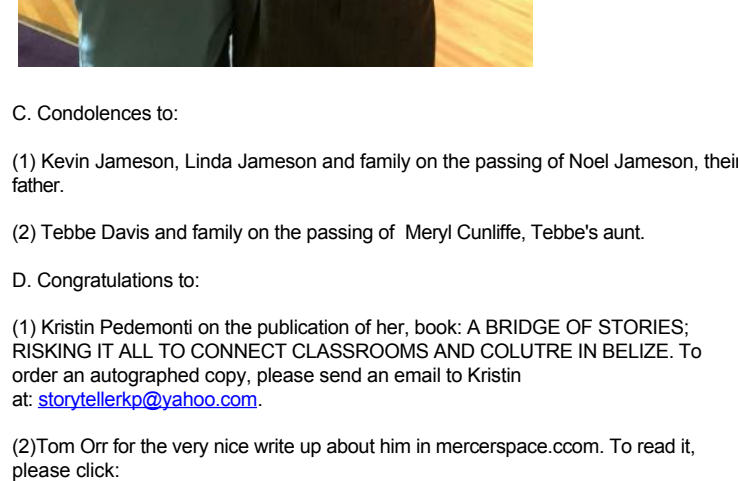
(3) Joined our friends George and Ellen Pappas for a surprise birthday party for Ellen. It was a lot of fun. Kudos to her friend Nina Denninger for both planning and hosting it. For more pictures from the evening, please click: [Here](#)



(4) Delivered Rosh Hashanah meals for Jewish Family Services. That's us with Anne Wainer, the organization's Case Manager and Elder Care Supervisor.

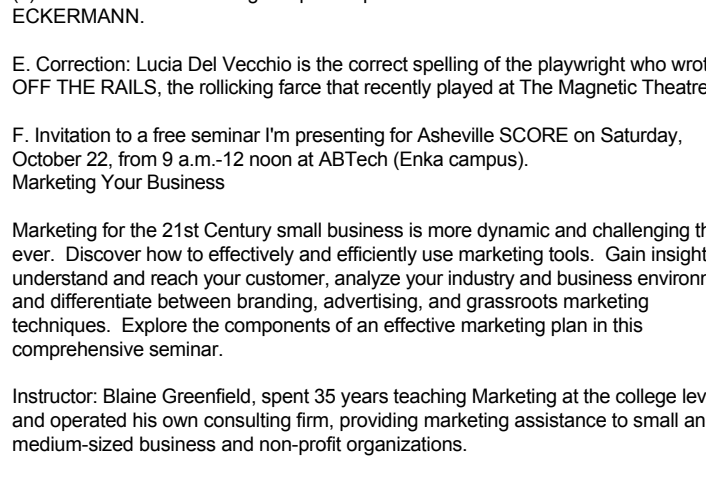


(5) Joined our friend Mike Martinelli (second from left) for a tasty lunch at LongHorn Steakhouse where we were fortunate to have Mark Jones (far left), that eatery's severer extraordinaire, help us.

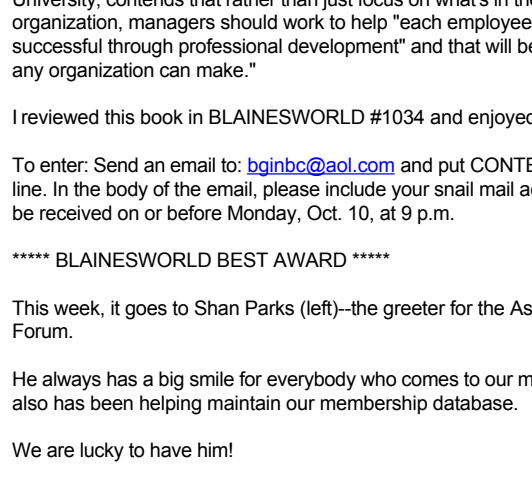


B. During the week, I:

(1) Had a great crepe at Cecilia's kitchen with I was joined by my friend Marvin Sadovsky. Thanks to Aubrie for providing us with friendly service.



(2) Enjoyed LOVE/SICK, a quirky comedy directed by my friend Peter Savage, at Brevard College. All the students in the play were very good.



C. Condolences to:

- (1) Kevin Jameson, Linda Jameson and family on the passing of Noel Jameson, their father.
- (2) Tebbe Davis and family on the passing of Meryl Cunliffe, Tebbe's aunt.

D. Congratulations to:

- (1) Kristin Pedemonti on the publication of her book, A BOUTLE OF STORIES: RISKING IT ALL TO CONNECT CLASSROOMS AND CULTURE IN BELIZE. To order an autographed copy, please send an email to Kristin at: skorytellerkp@yahoo.com.
- (2) Tom Orr for the very nice write up about him in mercerspace.com. To read it, please click: [Here](#)
- (3) Bob Bond on the great column written about him by Carole Currie in the CITIZEN-TIMES. To read it, please click: [Here](#)
- (4) Holly Jones for being recognized by the Buncombe County Family Justice Center for her public service. Next time you're in the area, visit the Center and you'll see a sign that notes it is "in honor of Buncombe County Commissioner Holly Jones."
- (5) Rod Leigh on being named assistant general manager for Tupelo Honey South.
- (6) Natalie Kaye on being named one of the Ten Movers and Shakers in Bucks County. To find out more, please click: [Here](#)
- (7) Brian Sneedon on having two poems published in the current issue of ECKERMANN.

E. Correction: Lucia Del Vecchio is the correct spelling of the playwright who wrote OFF THE RAILS, the rollicking farce that recently played at The Magnific Theatre.

F. Invitation to a free seminar I'm presenting for Asheville SCORE on Saturday, October 22, from 9 a.m.-12 noon at ABTech (Erika campus), Marketing Your Business

Marketing for the 21st Century small business is more dynamic and challenging than ever. Discover how to effectively and efficiently use marketing tools. Gain insights to understand and reach your customer, analyze your industry and business environment and differentiate between branding, advertising, and grassroots marketing techniques. Explore the components of an effective marketing plan in this comprehensive seminar.

Instructor: Blaine Greenfield, spent 35 years teaching Marketing at the college level and operated his own consulting firm, providing marketing assistance to small and medium-sized business and non-profit organizations.

As indicated, there is no charge, but YOU MUST register in advance. To do so, please click: [Here](#)

G. Reminder: There's still time to enter ...

***** CONTEST #20 *****

One lucky reader will win a copy of HOW DO I KEEP MY EMPLOYEES MOTIVATED? THE PRACTICE OF EMPATHY-BASED MANAGEMENT by George Langelaet.

The author, a professor of management and economics at South Dakota State University, contends that rather than just focus on what's in the best interest of the organization, managers should work to help "each employee mature and become successful through professional development" and that will be "the best investments any organization can make."

I reviewed this book in BLAINESWORLD #1034 and enjoyed it.

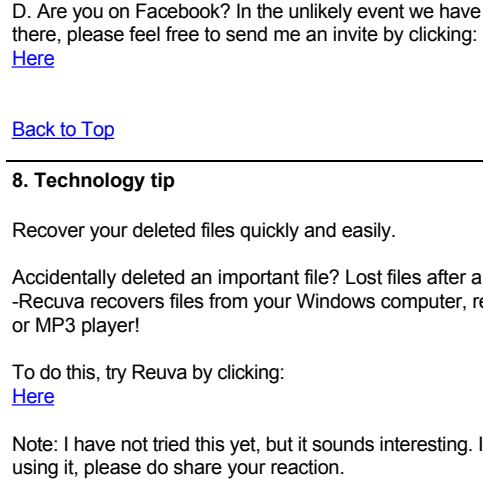
To enter: Send an email to: blainebc@aol.com and put CONTEST #20 in the subject line. In the body of the email, please include your small mail address. All entries must be received on or before Monday, Oct. 10, at 9 p.m.

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

This week, it goes to Shan Parks (left)—the greeter for our Asheville Jewish Business Forum.

He always has a big smile for everybody who comes to our monthly events, and he also has been helping maintain our membership database.

We are lucky to have him!



[Back to Top](#)

2. FYI

The art of condolence

by Bruce Feiler

Recently a teenage boy in my community committed suicide. I immediately sat down to write the parents a sympathy note. I pulled out a monogrammed card, placed it on the desk in front of me, and proceeded to stare at it blankly for the next two hours. Although I have been a professional writer for almost 30 years, I could think of absolutely nothing to say.

To help you with some ideas on what to say, please click: [Here](#)

FYI, part 2

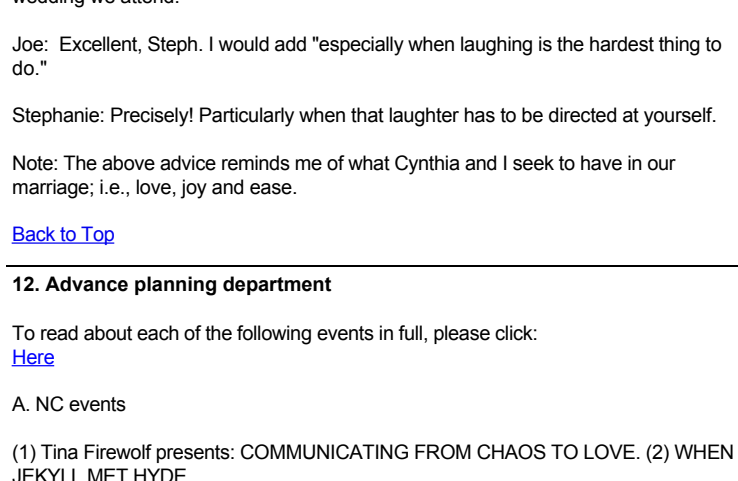
To read each of the following contributions in full, please click: [Here](#)

- (1) A 7-Night, \$250 cruise? (2) Terry T. in FL: Blaine, you have SO much fun all the time!! (3) Jean D. in PA: "The Beatles: Eight Days a Week." (4) Ask well: "The best time to exercise to lose weight." (5) Teaching your child emotional agility. (6) The 20 best restaurants in New Jersey. (7) A letter to the doctors and nurses who cared for my wife. (8) Intimacy for the avoidant.

[Back to Top](#)

3. Joke 1

You know what is the problem with grapes these days? People just are not rain them right



[Back to Top](#)

4. Reviews

A. Saw QUEEN OF KATWE, a feel-good true story about a young girl selling corn on the streets of rural Uganda whose life changes when she is introduced to the game of chess. Aided by a her coach, she becomes an international champion. Lupita Nyong'o makes an impressive debut as the young girl, and David Oyelowo is excellent as her coach. Yet overall, the film dragged and could have been shortened by at least 15 minutes. Rated PG.

B. MONEY MONSTER is now out in DVD format ... my review from BLAINESWORLD #1127 follows:
Saw MCNEY MONSTER, a drama about a TV personality whose financial advice show is watched by millions. But when one of his recommendations doesn't pan out, an irate investor takes him hostage on the air. George Clooney and Julia Roberts star in this fast-paced drama that kept my attention throughout the film. Rated R.

C. READ DISRUPTIVE MARKETING: WHAT GROWTH HACKERS, DATE FUNKS, AND OTHER HYBRIDE THINKERS CAN TEACH US ABOUT NAVIGATING THE NEW NORMAL. (AMACON) by Geoffrey Colton.

The author, a digital marketing pioneer, contends that traditional marketing has changed. And what has worked in the past won't continue to work in the future.

Colton presents many thought-provoking ideas. Among them: The majority of advanced marketing positions are always advertised with the phrase "MBA preferred." While this made sense of the knowledge economy, it makes less sense in the creative economy ... Alas, the MBA is a dated badge of honor, while the creative types (many of whom hold another kind of master's degree, an MFA) are the darlings of the workplace.

If you only do things when you know the answers in advance, your marketing won't be very interesting, and your company will simply fade away.

And my favorite at the end:
You may be surprised what happens when you let your heart lead the way, rather than a bunch of numbers ... So get outside more. Paint. Travel. Read. Observe. Love. Learn. Slam-dance. Rave. DJ. Feel. Solve math equations. Listen.

DISRUPTIVE MARKETING also contains many examples, in addition to numerous cases that help amplify the author's points.

D. Heard SACKING THE QUARTERBACK (Hachette Audio), written by Samantha Towle and read by Brittan Presley.

It's a short novel about a quarterback arrested for drug possession. An assistant district state attorney is assigned to the case, but she loses her objectivity when she falls in love with the quarterback.

The book wasn't overly believable, in that I just didn't buy that the attorney would give up everything after just a few short days. Nevertheless, it was a fun read—aided by a good amount of both romance and sex.

[Back to Top](#)

5. TV alert

A. DIVORCE: Sundays at 10 p.m. on HBO
The show marks the return of Sarah Jessica Parker to TV, but I'll be watching because the Thomas Haden Church (one of my favorites) also stars in it.

B. INSECURE: Sundays at 10:30 p.m. on HBO
YouTube star Issa Rae, to quote TV GUIDE, is "sensationally funny, delivering self-affirming raps in the minor, as she deals with unfulfilling work and relationships in South L.A."

C. Z: Thursday, Oct. 15, at 3-15 p.m. on TCM
Powerful film loosely based on the murder of leftist politician Grigoris Lambrakis by the Greek military in 1963. The film casts Yves Montand as a pacifist firebrand cut down by goons during a political rally.

D. 13TH: Available via streaming on NETFLIX
This exploration of the United States prison film, according to THE NEW YORK TIMES, "does an excellent—and vital—job of putting a human face on the broader tragedy, going beyond the numbing prison stats to illustrate the many ways that racial inequality has affected generations of blacks and Latinos in America."

[Back to Top](#)

6. Joke 2

"So, the idea is that if you declare a big enough lie as true, you won't have to pay any taxes at all, right?"

[Back to Top](#)

7. Clips/Websites

A. Check out these clips at your convenience:

- (1) Roberta G. in PA: Meet Superhero Nurse [Here](#)
- (2) Linda P. in NC: Love Creates a Family, Connected Across the World [Here](#)
- (3) Can you hear a lullaby? [Here](#)
- (4) Trump vs. Clinton (SATURDAY NIGHT LIVE) [Here](#)
- (5) Thanks, Marlyne H. in NC, for sharing a cool website with me for anybody who has pets. To view it, please click: [Here](#)

You can go there to find housesitters who love pets, and you don't have to pay anything for them to stay at your place!

C. BLAINESWORLD, the website, remains up and running ... to view it, please click: [Here](#)

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: [Here](#)

[Back to Top](#)

8. Technology tip

Recover your deleted files quickly and easily.

Accidentally deleted an important file? Lost files after a computer crash? No problem—Reuva recovers files from your Windows computer, recycle bin, digital camera card or MP3 player!

To do this, try Reuva by clicking: [Here](#)

Note: I have not tried this yet, but it sounds interesting. If any reader has experience using it, please do share your reaction.

[Back to Top](#)

9. Joke 3

Husband (H) goes to file a missing persons report. ... H: My wife went shopping yesterday and hasn't returned. Sergeant (S): How tall is she? H: I'm not sure. A little over five feet. ... S: Weigh? H: Not slim, not really fat. ... S: Color of eyes? H: Never really noticed. ... S: What kind of car was she in? H: She took my truck. ... S: What kind was it? H: A 2015 Ford F150 King Ranch 4x4 with eco-boost 5.0L V8 engine special ordered with manual transmission and climate-controlled air conditioning. Satellite radio receiver, 23-channel CB radio, six cup holders, a USB port and 4 power outlets. At this point, he started choking up. ... S: Don't worry, buddy. We'll find your truck.

[Back to Top](#)

10. A Quote I like

Joanne ("Jo" Rowling (born 1965), aka J. K. Rowling and Robert Galbraith, is a British novelist, screenwriter and film producer best known as the author of the HARRY POTTER fantasy series. She said the following:

[Back to Top](#)

11. Thought for the day

Thanks, Joe McDermott in Pennsylvania, for the allowing me to use one of his recent Facebook posts ...

Sunday Pondering: As I was taking my son to his wedding on Saturday, I tried to think of what a father could say to a young man beginning his own family. I came up with four thoughts:

- Don't be afraid to care.
- Don't be afraid to love.
- Don't be afraid to ask for help.
- And never do anything halfway.

Sometimes I think we all need a reminder. I know I do.

And additional thanks to Stephanie Barlett Rainwater for adding this to the list ...

One more—Don't forget to laugh together. That's a piece of advice I give at every wedding we attend.

Joe: Excellent, Steph. I would add "especially when laughing is the hardest thing to do."

Stephanie: Precisely! Particularly when that laughter has to be directed at yourself.

Note: The above advice reminds me of what Cynthia and I seek to have in our marriage; i.e., love, joy and ease.

[Back to Top](#)

12. Advance planning department

To read about each of the following events in full, please click: [Here](#)

A. NC events

(1) Tina Firewolf presents: COMMUNICATING FROM CHAOS TO LOVE. (2) WHEN JET'LIN MET HYDIE.

B. PANJ event

"In the Heights" at MCCC's Kelsey Theatre.

PS. Make it a wonderful week!

[Back to Top](#)

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