

Hampton Roads Financial Executives Forum

The Advisor

March 2008

Greetings

Welcome to this issue of *The Advisor*. This year we have some intriguing topics including **"Balancing the State Budget"**, presented by *Jody Wagner, Secretary of Finance, State of Virginia*, **"Globalization: It's Here, It's Powerful, It Can Be Profitable"** presented by *Jim Flinchum, Managing Principal, Bay Capital Advisors*, and **"Professional Ethics"** presented by *Dr. Doug Ziegenfuss, Professor & Chair of Accounting Department ODU*. Last year was very successful and we look forward to making this year even better.

All HRFEF meetings are held at the Holiday Inn Executive Center on Greenwich Road and each meeting will qualify for one hour of CPE credits unless otherwise noted.

The advisory committee and I have been actively developing a program that will carry us into the upcoming months. In order to assist you in planning a preliminary schedule is included. Please remember that you may bring members of your staff to the meeting or send someone in your place if you are unable to attend. Also, we currently have over 430 financial executives on our list but feel free to forward this to any of your contemporaries at other companies if your think they would like to be included. We look forward to seeing you at our upcoming meetings.

*Ed Greene, CEO
Don Richard Associates*



UPCOMING EVENTS

March 27, 2008

Speaker: *Mrs. Jody Wagner, Secretary of Finance, State of Virginia*

Topic: *"Balancing the State Budget"*

Time: *7:30 am - 9:30 am*

April 24, 2008

Speaker: *Mr. Jim Flinchum, Managing Principal, Bay Capital Advisors*

Topic: *"Globalization: It's Here, It's Powerful, It can be Profitable."*

Time: *11:30 am - 1:30 pm*

May 22, 2008

Speaker: *To Be Announced*

Topic: *To Be Announced*

Time: *To Be Announced*

June 26, 2008

Speaker: *Dr. Ziegenfuss, Accounting Chair, ODU*

Topic: *Professional Ethics*

Time: *11:15 am - 2:00 pm*

Breakfast meetings are \$20 and lunch meetings are \$25 to be paid at the door. No Shows will be billed. Please

RSVP to Jackie Cowan, Don Richard

Associates 757.518.8600 or cowanj@donrichard.com

Example of a True Professional Jumping into Action

by Jim Ball, CEO, The Goals Institute

I saw something remarkable that if I could can it and sell it I would. Here is what happened. I had just boarded a flight to Houston and was in my seat mid-way back when I saw a small, white-haired woman with a cane coming from first class into the back cabin. She was struggling with her handbag and purse and seemed confused. She kept looking down at her ticket and then up to the aisle markers. A man in the aisle looked at her ticket and told her that her seat, 26-B was way in the back.

The frail woman smiled, took a deep breath, and started back.

Standing beside me observing all of this was the flight attendant. She went into action instantly. "May I help you madam?" she said to the woman with the cane.

The woman explained that she was in seat 26-B and pointed to the back of the plane.

The flight attendant looked down to empty aisle seat 9-C beside the woman and said, "Would you like to sit here? It would be easier for you and you won't have to go all the way back there."

"Would it be okay?" the woman asked.

"Sure," the flight attendant said. She helped the woman sit down, put her bags in the overhead, and handed her a pillow. Then she went up front and came back with a glass of water for her.

After taking care of the situation, the flight attendant came back to her boarding observation post in the aisle beside my seat. Passengers now were streaming like cattle into the back cabin. "Oh boy," she said to herself. "Now let's see how this goes."

In a couple of minutes a man appeared in the aisle beside seat 9-C. He looked down at the woman sitting in his seat and sipping water.

Before the man could say a word, the flight attendant was at his side. I could not hear the conversation as the flight attendant talked, smiled, and pointed to the back of the plane. The man frowned and looked at his ticket. The flight attendant kept smiling and talking. I could tell by her expression that she was saying *please*. Finally, the man nodded okay and began his trek back to seat 26-B. The flight attendant followed him. As they passed my seat, she was saying "thank you so much for being so accomodating."

After we were airborne, the flight attendant went into the front cabin and reappeared instantly with a tray containing snacks, two mini cocktail bottles, and two glasses of ice. She went back to seat 26-B and gave them to the man who had given up his seat.

Try These Tips to Save Time

Need to run a tighter ship so you can have a little more leisure time? These days that's a pretty common problem and goal. People work more hours and are spread pretty thin. But don't despair. Here are a few time management tips from Worklifebalance.com's CEO Jim Bird:

- **Use a daily planner.** Electronic or paper, it doesn't matter. Choose one that gives you at least one page per day, and then make sure you always keep it with you. Jot down your commitments as you go.
- **Get rid of your to-do list.** Why? To-do lists often end up being frustrating and futile, something you never quite get to. Instead, take your to-do list before you toss it out and transfer the items to a particular time and day in your daily planner. You'll be amazed at how much your stress level goes down and how much you accomplish when you do this.
- **Set aside a block of time to return phone calls and answer e-mails.** Choosing early morning to do this is often best since the other person will have the rest of the day to respond. Of course, urgent messages and phone calls should be returned in a timely manner.
- **When talking on the phone or in face-to-face conversations, give the other person your full attention.** Don't page through your e-mail in-box or fill out your daily planner when you're talking to someone. Make sure that your communication is clear and focused, which will reduce the need for clarification and other time-wasters in the future. Don't multi-task when you deal with people. It never pays off.



I do not know about you, but I like that man a lot and I like that flight attendant even more. What a pro she was! It was incredible how she spontaneously jumped into action, made decisions, and did such an extraordinary job of taking care of the woman and the man who had done her a favor.

In my book, *Professionalism is for Everyone*, I describe *Five Keys to Being a True Professional* along with supporting attributes. The flight attendant posted big points on the board for every one of the five keys. Of the supporting attributes I relate, those that she may have demonstrated most are **Adopting a Serving Attitude, Being Responsible, and Doing What is Right.**

As I wrote in my book, "Professionals have a professional approach to everything they do." The flight attendant was exemplary of this in every respect.

The Moral of the Story

The moral of the story is that professionalism really is for everyone. There are some people out there doing ordinary things in extraordinary ways. They are true professionals. Every time I see a true professional in action, like the flight attendant, I am inspired. She made my day.

"Professionals serve others. Professionals understand that service to others is the highest calling one can have."

Jim Ball

from *Professionalism is for Everyone*



James R. Ball, Jim to everyone, is president and CEO of the Goals Institute. The Goal Institute is a company that helps organizations and the people in them achieve their goals and potential. Jim is the an author, keynote speaker, seminar presenter and business consultant. The Goals Institute publishes books and provides seminar on leadership, performance improvement, and goal achievement. To learn more about Jim and the programs and services he and his company provide email Jim at jimball@goalsinstitute.com or visit their website at www.goalpower.com.

Accounting Fun Facts

Did you know...

- Arthur Blank, co-founder of Home Depot and owner of the Atlanta Falcons is a CPA?
 - Author John Grisham studied accounting at Mississippi State?
 - Comedian Bob Newhart started out as an accountant?
 - Phil Knight, the founder and chair of Nike, is a CPA?
 - Walter Diemer, an accountant, created bubble gum?
 - Thomas Pickard, The FBI's #w man, is also a CPA?
 - J.P. Morgan's first job was as a junior accountant?
 - Jazz artist Kenny G. used to be an accountant?