

Booksellers association announces officers

The Northern California Chapter of the Antiquarian Booksellers' Association of America has announced election of officers for 2008-2009: Chairman, **James Bryant** (Carpe Diem Fine Books, Monterey); vice-chairman, **Steve Blackmer** (Chanticleer Books, Sonoma); treasurer, **Vic Zoschak** (Tavistock Books, Alameda); and secretary, **Mary Hill** (Carpe Diem Fine Books, Monterey).

Bryant and Hill founded Carpe Diem Fine Books in Salt Lake City in 1995 and in 2006 opened their Monterey shop at 245 Pearl Street, specializing in out-of-print and collectible books in all fields.

The Old Monterey Business Association chose it one of the Best New Businesses of that year. Information: 224-2754 or carpediem@pacbell.net.

Janet McAthie named director of sales

Carmel Valley Ranch has named **Janet McAthie** as director of sales and marketing.

McAthie is responsible for developing strategic sales plans as well as overseeing all marketing and advertising efforts for the all-suite resort, which is undergoing a comprehensive revitalization.

She will focus her sales and marketing efforts on the resort's newly transformed meeting and event space, which debuts in January.

Local sculptor selected for M.L. King Jr. project

Monterey County sculptor **Steven Whyte** has been selected to sculpt a new monument to civil rights

leader **Martin Luther King Jr.**, for a namesake children's library at the now-under-construction Lewis Library and Resource Technology Center in Fontana.

The new monument will serve as a focal point near the entrance of the children's library.

In creating the sculpture, Whyte worked alongside members of the Fontana City Council to develop a design. The final sculpture will feature a heroic-scale bust of King on a column sculpted to depict a stack of books.

Each book will be detailed to resemble books read by King in his education and work.

Kenneth Doo receives honors at competition

Kenneth M. Doo of Carmel has received special honors in the Wedding & Portrait Photographers International 2007 8x10 Second Half Print Competition.

"A Ribbon Runs Through It" received an Accolade of Excellence in the Wedding Details category.

Company promotes Abbott to 'ruby' level

Alvin Abbott of Salinas, an independent distributor for Waiora, has been promoted to "ruby" level by the nutrition direct-selling company.

In recognition, Abbott will be awarded a custom-designed label pin. Information: 758-2223.

George Coe earns Realtor certification

George Coe of Realty World Premier Associates has successfully completed the Realtor e-Pro course to earn the certification offered through the National Association of Realtors.

The course is designed to provide the technology tools needed to assist consumers in the purchase or sale of a home.

Clarity breeds success

QUESTION: What's the key to economic success in hard times?

RESPONSE: Integrity and hard work! Consistency in performance excellence will win in most competitive situations. When business environments become more challenging, customer scrutiny increases, frequently demanding more, for less. To combat these challenges, in addition to hard work and integrity, marketing savvy is a must.

Effective marketing persuades individuals to make a purchase. When potential buyers become comfortable with quality, performance, price and ongoing service, then they're more likely to buy.

Those who sell successfully create "top of mind awareness" — capturing mindshare and

securing the confidence of prospects. Repetition of message, communicating brand and reflecting distinctive competencies takes time, requiring intellectual effort and discipline.

Brand is the message about the core attributes of a product or service. It's reflected in every communication — from the way telephones are answered, e-mails are handled, support materials presented, invoices sent and late payments collected. In marketing, it is the combination of clarity and consistency that reflects integrity, leveraging brand for success.

The magic in marketing resides in messages that are short, simple and "sticky." Succinct communications confirm clarity, focus and discipline. Simplicity isn't



about "dumbing down" the message. Rather it's about remembering President Abraham Lincoln's "Gettysburg Address:" combining everyday words that inform the mind and simultaneously touch the heart.

In hard times, success is reserved for those who are extremely clear about who they are, what they have to offer and how they operate.

Achieving it depends upon being able to clearly answer these three questions:

- What is your brand (10 words or less)?
- How consistently is

your brand communicated, internally with those who represent you, and externally to the marketplace you intend to serve?

■ How are you working to keep your brand relevant?

Economic success is consistently a byproduct of integrity-centered leadership. Hard work and effective brand management generate rewards, recognition and impact, regardless of product or service.

Three terms, all reflecting integrity, summarize the necessary behavioral ingredients for success: intensity, sensitivity and follow-through.

JIM BRACHER is founder of the Bracher Center for Integrity in Leadership in Monterey. His "Integrity Matters" column appears on Wednesday in Business. The Web site is at www.bracher-center.com.

SUCCESS COACH

Relationships key to a career

QUESTION: I've been at my job for only three months. The other day, my boss called me in for a meeting and ques-



Michael Crom

tioned my desire to be in my position. I was extremely caught off-guard, and had no idea what warranted such an accusation. I thought all afternoon about something I could have said in the past that would have made her think such a thing, but came up with nothing. Aside from continuing to work

hard and get the job done right, what can I do?

ANSWER: How we relate to others is usually the biggest part of any job. In business, as in life, we must work with other people. It can be difficult to work with people if their negative opinions of you get in the way. Interacting effectively with other people is the key to professional and personal success.

Here are a few tips in building relationships.

■ **Be friendly and smile.** Not only does this show personality, but a person that is friendly is assumed to be enthusiastic; a quality desired by

all.

■ **Be genuine in your initial pleasantries.** When you ask how someone is doing, mean it. If you are saying it in passing, you really aren't leaving the person a chance to actually answer.

■ **Remember and use the person's name.** This shows a genuine interest in the other person.

■ **Be a good listener.** Be in the moment and focus on what the person is saying. Quite possibly what is being said could be something that could come up again in the future.

■ **Be a resource; ask how you can help.** The more often you offer to help others,

the more likely they will be there to help you when you need it.

■ **Talk in terms of the other person's interest.** People will open up more when asked to talk about something they are experts on — themselves.

■ **Give sincere praise or a genuine compliment with evidence.** "Evidence" meaning why you happen to know what you do, and not just an empty sentence you happen to throw the other person's way.

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