



"Helping winning companies tell their stories and build their brands."

Quote to Inspire Your Winning Ways

"When heart and skill work together, expect a masterpiece."

-- C. Reade

Watch for the Affirmagy Cover Story in The Women's Journal This Month

A *King County Journal* photographer visited the [Affirmagy](#) offices last week to shoot photos. Reporter Carole Beers conducted her feature interview. Best of all, the feature should publish before April 1, 2006. Watch for it.

Volume Number 12 - March 13, 2006

Reserve Your Place Now for the April 7 Network Breakfast

Get the Most from Your Media Relations Without Spending a Fortune

Dear Nancy S. Juetten,

Are you a business owner charged with making big things happen with little or no money in the marketing budget? Do you feel overshadowed by competitors that are featured often in the media, even when your products or services are clearly superior? If so, Nancy S. Juetten can share sure-fire ways to take your message far and wide, no matter how small your budget.

Juetten is a seasoned publicist and storyteller who will share a practical tool box of strategies to help you capture the "ink and air" to build visibility, enhance reputation and credibility, influence potential clients, and increase sales. It is possible to fuel your business growth through the media without spending a fortune, and Juetten will show you how.

When: April 7, 2006

Time: 7:30 a.m. - 9:30 a.m.

Where: North Seattle Community College, North Star Dining Room

Cost: \$15 in advance or \$20 day of event

Register: Visit www.learnatnorth.org for details and driving directions, or call the Continuing Education Front Desk at 206-527-3705 to register.

Agency Clients in the News

[Hydrogen Advertising](#) President Bill Fritsch has a new marketing mentor column in the [Snohomish County Business Journal](#). This month, he offers four tips to energize your 2006 marketing efforts. Visit the newspaper's [Web site](#) to read all about it.

Fritsch will also address the guests of the Washington Bankers Association

Marketing Conference on 3-29-06. Call 206-223-6453 to register, and visit [WBA](#) for more information.

[Olympic Hot Tub Company](#) Co-President Alice Cunningham will offer insights on how to run a successful business as the keynote speaker at the Eastside Business Awards luncheon on May 24. Visit the [Chamber Web site](#) to register or apply for an award. Applications are due March 31, 2006.

Alice Cunningham will also address the North Seattle Community College Network Breakfast on June 2 about how to keep your small business afloat in rocky waters. Visit the [NSCC Web site](#) for registration information.

Business Lessons from the 2006 Winter Olympic Games

The Olympic Games in Torino, Italy provided some compelling teaching moments to inspire business people worldwide. Here are a few lessons to inspire your winning ways.

If you can't go the distance, give your place on the team to someone who can. Figure skater Michelle Kwan recognized early in her practice that her groin injury would compromise her ability to win the gold. She gave up her place on the Olympic team to Emily Hughes to give the U.S. a better chance.

In business or sport, it is crucial to assemble the best possible team. Have the courage to make the tough calls when assembling your team so your vision for company performance has its best chance to shine.

It is far better to under-promise and over-deliver than run the risk of a highly visible defeat. The U.S. ski team was heralded as the best in the world prior to these games. Expectations were high, and many of them were dashed in the snow.

A lesson for business is to fly below the radar, keep focus on the end game, and emerge victorious with your team for having applied consistent effort on performance that speaks for itself.

If you falter, get up. Skier Lindsey Kildow took a horrific fall in her downhill race that resulted in an overnight stay in the hospital. Still, she returned the next day to give her next event her best effort. Courageous Olympic recoveries are sweet and give team members and fans courage to face their own challenges with keen resolve. In business, how one faces disappointments is an important measure of true spirit and leadership.

Jim Collins' best-selling book *Good to Great* maintains that successful organizations get the right people on the bus to achieve great results. An important corollary to this is to **avoid missing the bus and run the risk of poor performance when it counts.**

Olympic figure skater Peter Weir missed the bus to the long program warm-up and claimed to have left his aura at the Olympic Village. As a result, he arrived late to the ice arena and was unable to focus on turning in a medal-worthy performance.

In business, preparation, discipline, and focus on the goal are essential ingredients to winning performance. Being late to the big event offers cold comfort to fellow team members with every reason to expect extraordinary performance.

If you can't deliver the goods, offer no excuses. U.S. speed skater Apolo Anton Ohno's star rose with his gracious comments about the Olympic experience and his competitors from South Korea when accepting one of his bronze medals. Sometimes, you just don't get it done. As Ohno says, "That's short track."

Wait to celebrate until the job is done. Skier Bode Miller came to the games prepared to party at the Olympic level. Too bad he was unprepared to perform on skis. In addition, snowboarder Lindsey Jacobellis got carried away in her apparent victory in snowboard cross and did a showbat move en route to the finish line. She lost the gold medal in the process.

In business, don't take unnecessary risks or missteps. Perform like a champion. Represent yourself and your organization in a winning way. Say and do the right things, and you'll never have reason for regret. And remember always that it's not over until it's over.

Use your 15 minutes of fame to make a difference for others. Long track speed skating gold and silver medalist Joey Cheek used his time on the podium to draw attention to a non-profit organization that would benefit from his Olympic cash winnings. In doing so, he set an example for people worldwide to follow. Corporate matching funds took the donation total to over a quarter of a million dollars.

The stories that unfolded in the spirit of Olympic competition gave us all pause to consider what is possible beyond the world of sport when we set out to achieve our wildest dreams and go the distance in our own authentic ways.

Affirmagy in the Spotlight

I often recommend that clients, colleagues, and co-collaborators support the clients we serve. This month, I ask you to take a closer look at [Affirmagy](#).

Affirmagy offers personal affirmation blankets called Affirmawraps that celebrate big ideas such as Abundance, Gratitude, Motherhood, Serenity, and Joy. The idea behind them is that if you wrap yourself in the power of positive affirmations, you bring about more of what you want most in life for yourself and others. For every ten Affirmawraps sold, one is donated to the [Eastside Domestic Violence Program](#) to offer support to women and children who need the encouragement more than words can express.

My request is that you:

- Visit the [Web site](#).
- Consider these affordable and high quality items as gift ideas to encourage the special people in your life for Mother's Day and every special occasion this year.
- Recommend the Web site and product line to others who can benefit.

Thank you in advance for your support of this fine company with clear intentions to change the world one Affirmawrap at a time.

You are receiving this e-newsletter because you have asked to receive it and/or we've worked on projects together and created valuable impact for your investment in our public relations and marketing communications services. If you don't want to receive free offers, tips and marketing news from us in the future, please send e-mail to nancy@nsjmktg.com, and I'll remove your name from the mailing list. As always, your comments about this e-newsletter are welcome and appreciated.

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