

Event helps future college students be prepared

The nonprofit Learning Bridge of the Sierra is collaborating with Adventure Risk Challenge, Sierra College and Sierra Nevada College to provide useful information for all college bound high school students at the College Knowledge Expo on Oct. 24.

Public, private and home-schooled students are encouraged to attend the free event. Families can come for a portion of the evening or for specific educational sessions.

Presentations begin at 6pm. Each presentation includes tips and resources as well as time for questions.

Attendees will learn how they can afford college by taking advantage of financial aid packages. Financial aid insights and invaluable resources for all college bound students based on actual case studies with Tahoe Truckee students who have attended CSU, UC and private four-year colleges will be shared. Accurate information on the Dream Act will also be provided.

At 6:30pm Laurie Brown from Adventure Risk Challenge will lead participants in an activity that will help them be more informed about writing a meaningful personal essay.

At 7pm, representatives from Sierra College and Sierra Nevada College will share useful information about their respective colleges.

For more information about the College Knowledge Expo, call (530) 426.2710 or email emily@learningbridgesierra.com.

The event is at Learning Bridge of the Sierra, 11603 Donner Pass Road, Truckee.

Learn how to be a travel writer

Do you want to put your travel stories on paper?

Award-winning travel author Suzanne Roberts is putting on a writing workshop hosted by Bona Fide Books on Oct. 11 from 6-9pm.

In this class, you'll learn the basics of writing travel and adventure essays, including crafting work for an audience, basic revision strategies and publishing opportunities.

Roberts is the author of "Almost Somewhere: Twenty-Eight Days on the John Muir Trail" (University of Nebraska Press, 2012), as well as four collections of poetry, including "Three Hours to Burn a Body: Poems on Travel" (2011).

Named "The Next Great Travel Writer" by National Geographic's Traveler, Roberts has a doctorate in literature and the environment. She teaches English at Lake Tahoe Community College and for the low residency MFA program in creative writing at Sierra Nevada College.

The class fee is \$40. The workshop is limited to 10. To sign up, go online.

Bona Fide HQ is located at 1069 Magua St., No. 4, behind the Getaway Café, in Meyers.

Business lunches matter even if they don't involve martinis

By Ron Sylvester, Las Vegas Sun

The rules for entertaining business clients have changed since the days of the three-martini lunch.

Who has time to sit around and drink when there's so much work to be done?

Nevertheless, while leisurely "business" lunches may be a thing of the past, maintaining good customer and client relationships is more important than ever. In a fickle economy especially, loyalty can make the difference between growing a business or going out of business.

Many deals are still made over lunch, at a cocktail party or during a round of golf.

"People still want to do business with people they like and who make them feel special," said Robin Jay, the Las Vegas author of "The Art of the Business Lunch – Building Relationships Between 12 and 2."

Jay turned 20 years of experience in outside sales into a career speaking to business owners about fostering personal relationships with customers. One of the keys, she said, is

face-to-face contact. Invite a client out for a meal. Take him or her to a show. Move beyond an email or a text.

“Breaking bread breaks down barriers,” Jay said. “If you meet someone in an office, they never let their guard down like they will over a table. I’ve never lost a client who has been over to my house for dinner.”

People, for instance, drive out of their way to patronize companies that make them feel comfortable and valued, even if it means passing closer businesses that offer similar services, Jay said. Simply put, good service trumps convenience.

So for companies entertaining clients, Jay recommends: “You ask them what’s going on in their world and their business. How can you better help them?”

Jay recommends schmoozing established customers and prospective clients.

“I worked for a company that would not allow our sales team to take prospects out to lunch,” Jay recalled. “Unless they were clients who were already spending money with us, my bosses could not see the value in investing in the relationship. I completely disagree. Their reasoning was penny wise and pound foolish.”

Author Tom Peters suggests in his book, “The Pursuit of Wow! Every Person’s Guide to Topsy-Turvy Times,” that businesspeople avoid wasting their lunch hours eating alone or in an office. Instead, he suggests they use that time to build relationships. Peters calculated that with 49 work weeks per year, the average business person has 225 networking opportunities during lunchtime alone.

“When you know for a fact that taking your clients out and treating them right will elevate your relationships with them, how can you justify eating alone?” Jay asked.

Where you take clients also matters. In Las Vegas, a city known for great restaurants, it's important to find one that understands business lunches. Wait staff should be cognizant of time and give efficient service with few interruptions.

"That's not easy when you're juggling tourists, conventioners and parties, in addition to businesspeople," said Tom Kaplan, senior managing partner of the Wolfgang Puck Fine Dining Group. "That's why we try to train our servers, staff, the manager at front door, even the busser, to gauge the guests, recognize the business client and provide appropriate service."

Client outings don't have to be confined to restaurants, either.

Jay has taken clients shopping, to movies and to conventions. For one client who liked to gamble, she hosted lunches specifically at casinos so he could pop \$20 into a slot machine after eating.

Exclusive venues or events also impress.

"Any time you can take a person to a place where you have a membership and they can't go without you, it's a great opportunity," Jay said. "It could be a country club – or Costco."

Golf remains a popular business activity, as well.

"It's a fun, easy way of getting to know somebody, and it takes all the pressure away from a lunch," said Brian Esposito, a former golf pro who's now vice president of business development at Soil Tech, a Las Vegas construction business. "Usually you build a great camaraderie on the golf course."

Before setting up a tee time, Esposito researches companies to find out who the key decision makers are. That's who he aims

to golf with.

“If the golf course is nice enough, usually the president will find a way to play,” Esposito said. “If they are adamant that they do not want to go or that they don’t play golf, then it’s time to think of something else.”

Esposito even gives beginners lessons. He’ll take new players to a driving range or putting green to introduce them to the sport.

“In golf, you’re with the same people for four or five hours,” he said. “And there’s always a chance you’ll hit a career shot, or they will. You make memories that way.”

Administrators at UNLV agree, so much so that they created a course titled, “Golf for Business and Life.” It teaches people how to build relationships specifically while golfing.

The class has drawn business majors, law students and people from just about every other industry, said professor Christopher Cain, a former golf pro and head of the PGA Professional Golf Management program at UNLV’s College of Hotel Administration.

“Golf has a reputation of being a game with a stuffy kind of country club atmosphere,” Cain said. “The key is making the experience fun. Once you have the relationship, it seems like the business follows.”

Successful networking doesn’t depend on closing a deal right away, either. In fact, most meetings won’t end with someone signing on the dotted line. More often, new connections lead to sales down the road.

Esposito recommends not letting clients leave the golf course without scheduling a follow-up appointment. Jay typically offers to drop by a client’s office with follow-up information.

“Sometimes,” Jay said, “it was just a matter of getting back to them with a simple phone call.”

Sierra Avalanche Center looking for short films for contest

Sierra Avalanche Center wants your best short (3 minutes or less) ski or snowboard film footage from the 2011-12 winter season.

Submit your short films (using an online video sharing site) to jenny@sierraavalanchecenter.org by Nov. 1.

Sierra Avalanche Center is a nonprofit dedicated to providing snow safety information to the general public to increase knowledge and understanding of snow conditions thereby reducing the impact of avalanches in the Central Sierra.

For more information about the SAC film contest, go online.

Citizens Academy enlightens

residents about S. Lake Tahoe

Twelve South Lake Tahoe residents have a lot more insight into the workings of the city than they did a few months ago.

These individuals were recognized Tuesday at the City Council meeting as the first graduates of the Citizens Academy.

Josh Hempel told the council his only complaint is the days were not longer.

Russ Dahler said, "I'm very impressed with the staff you have working for you. Jim Marino seems to know every manhole cover and every type of asphalt."

The point of the academy was to get locals in touch with the city, the individual departments and have an understanding of what goes on on a daily basis.

Course topics included City Government 101 which highlighted the city's history, organization and adopted strategic and business plans. Department heads and staff from Community Services (parks and recreation, snow removal, special events), Development Services (building, planning, housing), Finance, police and fire, and Engineering (capital improvement, stormwater) all provided comprehensive overviews of the inner working, accomplishments and future plans of their respective departments.

Other graduates are: Bonnie Turnbull, Chris Beni, Eoin Doherty, Jameson Honeycutt, Perry Obray, Philip Armstrong, Ruben Zepeda-Raya, Ryan Payne, Shawn Kearney and Scott Homolka.

The free, six-session interactive academy will be offered again in the spring. The goal is to have it twice a year – spring and fall.

– Lake Tahoe News staff report

Nevada entrepreneur Donald Bently dead at age 87

To the community,

It is with considerable sadness that we announce the passing away Oct. 1 of one of the institute's greatest friends and benefactors, our longtime trustee Donald E. Bently. He was 87.

Don began his relationship with IWP when he visited our first headquarters a block down from our current location. At the time, he had become disillusioned with Washington politics. Our mutual friend and eventual trustee, Terry Balderson, however, encouraged Don to visit us, as he believed that Don would be inspired by our mission and what Terry ended up calling our "purity of motive."

When Don saw that we had not equipped our headquarters with new furniture, but were making do with bare bones accoutrements, he decided not only to donate to us, but to triple the size of his originally contemplated donation.



Donald
Bently

Two years later, when we lost our lease and were having difficulty finding appropriate new campus facilities, Don took the extraordinary initiative to buy the Marlatt Mansion and

the two adjacent townhouses for the institute's use. He donated the use of the mansion to us for 15 years at \$1 per year, and spent several million dollars gutting and rebuilding the adjacent townhouses, which were beyond repair. I did not ask him for any of this. Thanks to Don, we have enjoyed an extraordinary physical presence just eight blocks north of the White House in one of the best locations in the city.

Subsequently, Don endowed the Donald E. Bently Chair of Political Economy at the institute, which has enabled our longtime professor, Amb. Alberto Piedra to teach moral philosophy and applied ethics to our students.

Don was one of the world's greatest experts on rotor dynamics. He not only blazed new paths in the engineering theories surrounding rotating machinery, but he also was an inventor and entrepreneur, whose innovations have made the world a much safer place. One of Don's inventions is a "probe" – a small device that detects vibrations in rotating axles, and therefore the possibility of impending failure in machinery. Such failure can produce meltdowns in nuclear power plants and catastrophes in oil refineries, among other things.

Don's first company, Bently Nevada, which became the largest manufacturing company in the state of Nevada, also played a pioneering role in the diagnosis and servicing of major machinery. Don eventually sold the Minden company to General Electric.

And then when he was already in his 70s, Don established a new company, Bently Pressurized Bearing Corporation, which manufactures a bearing that can hold in place a rotating axle without actually touching the axle and thus avoiding friction. This extraordinary technology is based on injecting highly pressurized air between the bearing and the axle. In addition to his world class expertise as an engineer, Don was also involved in agriculture, ranching, the development of biofuels, and other sustainable energy concepts.

Don was a long term investor. His companies were completely privately held, and because he was able to structure the way he built his companies for the long term without having to worry about quarterly reports to stockholders, he was always able to keep on the cutting edge of his field technologically. He fended off subsidized competition from Japan; he fended off competition from U.S. government-funded entities, always offering a better product. He did business in over 50 countries around the world, and never agreed to pay a bribe. If people wouldn't buy his product on that account, he simply refused to do business with them.

Don was a believer in a sound currency. He strongly advocated that the U.S. government guarantee the value of the currency, thereby guaranteeing bondholders that they would be paid back the full amount that they had lent the government.

Don was an American patriot who served our country as a Seabee in the Pacific theater during World War II. He was a believer in limited government, the free enterprise system, and a strong national security posture.

He looked upon his support for IWP as an investment in America that would also benefit his companies, his community, and his family for the long term.

On behalf of the entire IWP community, I would like to extend our sincerest condolences to Don's son, Christopher, and daughter-in-law Amber Marie, as well as to his longtime assistant Carol Money, and the many other dedicated members of his staff.

Thank you for everything, Don. You have been a great blessing to our cause, and you have touched so many lives.

R.I.P.

Sincerely,

John Lenczowski, Institute of World Politics founder and president

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Note: More on Donald Bently may be found online.

Markleeville artists putting on studio tour

The 10th annual Markleeville Autumn Open Studios is Oct. 6-7 from 11am to 4pm you.

Artists will be working in oil, watercolor, abstract acrylic, scratchboard, fabric arts and jewelry. Pick up a guide and map at the Alpine County Chamber of Commerce.

The website has more information about the artists.

Bodies have peak time to accomplish all sorts of tasks

By Sue Shellenbarger, Wall Street Journal

Could you pack more into each day if you did everything at the optimal time?

A growing body of research suggests that paying attention to the body clock, and its effects on energy and alertness, can help pinpoint the different times of day when most of us perform our best at specific tasks, from resolving conflicts to thinking creatively.

Many people are squeezing so much into their days that old-fashioned time management doesn't work, productivity researchers say.

Most people organize their time around everything but the body's natural rhythms. Workday demands, commuting, social events and kids' schedules frequently dominate—inevitably clashing with the body's circadian rhythms of waking and sleeping.

As difficult as it may be to align schedules with the body clock, it may be worth it to try, because of significant potential health benefits. Disruption of circadian rhythms has been linked to such problems as diabetes, depression, dementia and obesity, says Steve Kay, a professor of molecular and computational biology at the University of Southern California. When the body's master clock can synchronize functioning of all its metabolic, cardiovascular and behavioral rhythms in response to light and other natural stimuli, it "gives us an edge in daily life," Kay says.

When it comes to doing cognitive work, for example, most adults perform best in the late morning, says Dr. Kay. As body temperature starts to rise just before awakening in the morning and continues to increase through midday, working memory, alertness and concentration gradually improve. Taking a warm morning shower can jump-start the process.

The ability to focus and concentrate typically starts to slide soon thereafter. Most people are more easily distracted from noon to 4pm, according to recent research led by Robert Matchock, an associate professor of psychology at Pennsylvania

State University.

Read the whole story

Tahoe Tails – Adoptable Pets in South Lake Tahoe

Sandy is a very nice 9-year-old yellow Lab who acts years younger than she looks.



She knows several commands, walks nicely on her leash, and has beautiful teeth.

Sandy likes other well-mannered dogs and has lived with small children. She love the water and likes to play fetch. Sandy ended up at the shelter because her previous owners' new child is allergic.

She will make a great pet for just about any family.

Sandy is spayed, microchipped, and vaccinated. She is at the El Dorado County Animal Services shelter in Meyers, along with many other dogs and cats who are waiting for their new homes. Go online to see photos and description of all pets at the shelter.

Call (530) 573.7925 for directions, hours, and other information on adopting a pet.

For spay-neuter assistance for South Tahoe residents, go

online.

– Karen Kuentz

Climatologist to speak at Sierra Nevada College

Renowned climatologist Benjamin D. Santer will be speaking Oct. 16 at the Tahoe Center for Environmental Sciences in Incline Village.

Santer – who has been awarded a MacArthur Fellowship, was inducted into the National Academy of Sciences and is considered one of the world’s pre-eminent climatologists – has said he would give all his awards up if it meant he could present his research on human-induced climate change to an audience that would listen to all the facts before making judgments about the reality of a “discernible human influence” on climate.

Sierra Business Council and Capital Public Radio, in partnership with UC Davis Tahoe Environmental Research Center and Sierra Nevada College are sponsoring the event.

A no-host bar reception with Santer starts at 6:30pm. Santer will then speak for approximately 45 minutes followed by a Q&A. This event is limited to 100 people. RSVP via this link.