



**President's Column**  
**Having a grand ride forward**

*Greetings, One of the greatest challenges to all of us engaged in long range planning day by day, is to avoid getting lost... either in the weeds of near-term churn, or in the limitless prospect of the future.*

This immediate moment in American culture is one of tremendous challenge... with a Presidential election near at hand, the breath-taking pace of technological innovation forcing change at every turn, and rapidly increasing pressures on a health care system pushed to the breaking point by a combination of limitless promise and tough funding realities, affecting all of our lives day to day.

To all of you in the grips of selecting the right path on behalf of your

July-August 2008

**Planning**  
**Planning While Threatened**  
**(Part B)**

**In advance of a crisis be Prepared for the Unknown by having**

- (1) Adequate financial strength;
- (2) A cadre of key personnel (or expert advisers immediately responsible to the group's leadership) with the right qualities / talents, including critical thinking ability, perceptive approach to about the world about them, ability to learn and grow from experiences, together with a driving interest in your industry and/or discipline and where it might be headed;
- (3) A leadership / governance that is interested in and understands the industry / discipline at large, led by clear-headed thinkers with the best interest of the overall group / entity as a priority;
- (4) If possible, a research and development branch / function that can lead into the future, rather than one that simply reacts to threats.

**Planning in the face of threats and challenges it is essential to initiate:**

- (1) A clearly defined Planning Process.
- (2) A focused assessment of all internal and external conditions / circumstances.
- (3) Options for solutions / outcomes that are responsive to and influenced by Key Stakeholder input and buy-in with managers identified for each initiative.
- (4) Prompt communication of those actions.



**BizSpeak:**  
**Goat Show**

**Definition:**  
 A process of review and selection among very unappealing options, concepts, or prospects.

**Related Terms:**  
 Counting the Bride's Freckles

**How it Sounds:**  
 "The BoD asked to see those three crazy customer service ideas that they heard at last month's meeting. What a GOAT SHOW that was. They will never do any of that stuff."

*Watch for more BizSpeak definitions in*

groups, your families and yourselves, all of us at The Regis Group, Inc. send our respects.

We welcome your observations and your comments. Hopefully, you are having a grand ride forward and not a down-hill bobsled run.

*Marc Paul Chinoy*



David Basch

### **Regis Associate elected to the Board of The Center for Creative Education**

Regis Group Senior Associate David Basch has recently joined the Board of Directors of **The Center for Creative Education**, a non-profit organization that delivers innovative, high-quality arts programs to underserved schools and communities in the North East Region.

At the Center's annual meeting on Sunday, July 6, David Basch was elected to the Board for a three-year term.

#### **Making a Difference**

"I am delighted to be a part of this important organization and to

(5) A well understood and constant system used for tracking and measuring results.

*future editions of the Agenda*

#### **Next Month:**

**How to Focus on Customers, old AND NEW in terms of: Their needs / The realities of the Marketplace**

**For More BizSpeak, check out the Book. Click here.**



Ted Carvis, J.D.

### **Focus on the Future Guest Commentary**

*In this issue, we are pleased to introduce a new Agenda feature in which we interview leaders in a number of professions for their opinion on questions that effect us all. Our first guest is **Ted Carvis, BSChE, J.D.**, Member of the Virginia & Patent Bars (37 years) Outside Patent & Trademark Counsel to Multiple Client Corporations Worldwide*

**Q:** What changes in your professional environment in the past 3-5 years have you found to be the most beneficial?

**A:** The Internet flourished. Widespread participation in the Internet has greatly increased availability of first class resources and communications. This has increased my range. I can now service clients with greater availability and speed. The fact that I may be traveling for one client no longer impedes my ability to act quickly and thoroughly for another.

**Q:** What changes have been the most troubling to you?

**A:** The US Patent and Trademark Office is overburdened and poorly managed. The result is that new legal procedures and management policies have started to have a chilling effect on the patent system. Because the system is designed to stimulate innovation, these issues place national security at risk. Abraham Lincoln said that "the patent system adds the fuel of interest to the fire of genius". Poor management is throwing a wet blanket on the fire.

**Q:** How will globalization (e.g. the emergence of new global powers, such as China and India) affect your professional area in the near term?

**A:** Globalization is very positive. We are having contacts with Europe and China that go beyond anything we were doing even ten years ago. Marketing by innovation is here in some industries. The energy and environmental pressures that face the US are creating markets for connected clients abroad. This development makes it clear that research and development for energy and environment are not expenses, but investments. These investments can now promise higher returns because of the global market place.

contribute to it's mission of making a difference in the lives of young people through the arts."

David W. Basch served in a leadership role for over 25 years at the global ad agency, Saatchi & Saatchi. Basch provides marketing guidance to organizations intent on growth and transition coaching to top professionals. Basch is a Professionally Certified Coach (PCC).

*More information about CCE can be found on their website:*  
[www.CCE-Kingston.org](http://www.CCE-Kingston.org)

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**Q:** What significant challenges might be anticipated in your professional area in the next few years?

**A:** The greatest challenges are how governments, both in the US and abroad, will manage the patent systems they oversee. Will they take the wrong direction and try to discourage patent activity to limit their workloads, rather than fully fund and effectively manage the agencies? The emerging situation calls for a concerted effort to keep the agencies' 'feet to the fire'.

**Q:** What are the greatest challenges confronting young professionals in Western culture today?

**A:** There appears to be a growing tendency for firms to grow too large. This seems to be what businesses think they want for a sense of security, because they are too understaffed to manage multiple relationships to subject matter experts. The size of the organizations, however, seems to dampen creativity, personal motivation and entrepreneurship. The lawyers that are products of this type of system tend to look inward to the firm, rather than outward to the profession.

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