



President's Column
Walking the Walk (Being a tip of the hat)

This month's message is in honor of those who live their principles when the chips are down for their neighbors.

In the wake of the series of disastrous storms that ravaged the Southern portion of our nation this year, it is particularly gratifying to note that the leadership, faculty, staff and students of Tyler Junior College, of East Texas, did the right thing and opened the doors of the full college facility to the elderly and infirm, providing them with shelter, sustenance, care and concern.

At a time in the year when the requirements on the administration of all schools is at a maximum, Dr. Mike

October 2008

Planning
BUILDING ON THE BEST FOR THE WORST

The best of planning is not about painting a glowing picture of an ideal future.

Underpinning all planning efforts should be a view of the future that is as pragmatic (what will occur, if you do nothing) as it is visionary (what you would like to cause to occur). For a plan to succeed, both must be in harmony.

A plan with numerous steps, but without a proactive vision of a winning end-result, runs the risk of sputtering out. A plan that presents a robust vision, but lacks solid steps forward, runs the risk of generating large scale disappointment.

For this reason, when times are at their best and the tendency might be to ride forward on 'business as usual', a portion of the smart money should be bet on the assumption that trouble can be right around the corner.

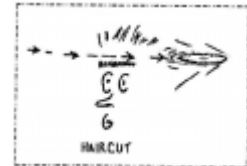
All companies buy insurance, regardless of whether there is a crisis in sight or not. If for no other reason, a slice of planning time should be pointed in this direction. In these uncertain times, this is an important principle to keep in mind.

Learn by Example

Without starting a morbid introspection into all that can go wrong, there are a few simple steps that can help enterprises assess their circumstance so as to result in a more successful future.

1. Look at comparable times **at least 10 years** back, to find similar moments that preceded a period of uncertainty or decline.

- Determine the signposts of trouble and the means by which the enterprise returned to



BizSpeak:
Haircut

Definition:
 Across the board pruning of a budget, bid, or similar set of numbers.

Related Terms:
 Hedge Trim, Chopping Party

How it Sounds:
 "The client started to faint at the first offering, so we decided to give the bid a HAIRCUT."

"Was it justified?"

"We won the contract."

"Great!"

"Not really. Now we have to fulfill the deal on margins AS THIN AS AIR!"

Watch for more BizSpeak definitions in future editions of The Agenda

Metke, Tyler Junior College President, directed a staff, faculty and facilities management team led by Brian Turman, together with a cadre of health care, athletic and band students, to do the right thing by delivering aid and shelter to those from afar who were in the greatest need. (See [Featured Article](#))

In an age when so many voices are ready to harp on what is wrong with our society, it is valuable to take a moment and reflect on those who manage to 'Walk the Walk' and not just 'Talk the Talk' when the chips are down .

So, here is a tip of the hat from all of us at TRG to our colleagues down in Tyler Texas.

Best wishes and thanks,

Marc Paul Chinoy



MCCG President Rodney Hoffman congratulates Richard Earle

Regis Associate Honored by the Mass. Council on Compulsive Gambling

Regis Group Senior

prosperity.

2. Look at the surrounding business environment to study how those with tough issues are coping (even if they are *not* your immediate issues), paying particular attention to those who are turning the corner on adversity.

- The means and results of those efforts are worth understanding in advance of needing a solution.

Learn by Default

Keep in mind that *all* work, projects, and programs ultimately boil down to people. For this reason, consider the prospect of a sudden change of players: Formally review your most important lines of business, asking one or more of the following questions:

- "What would happen if the leadership in our biggest client group suddenly changed?"
- "What would happen if a new major process / product / procedure suddenly appeared on the scene?"
 - Are you and your people set up to see / recognize / take advantage of / respond to this?
- "What would happen if your most valuable team members engaged in your primary area of business won the lottery and never showed up for work again?"

Next Month: "The Best For The Worst" Part II will offer methods, tools and relative levels of effort.

[For More BizSpeak, check out the Book.](#)

[Click here.](#)



Michael Schwebler

Focus on the Future **Guest Predictions**

Guest Predictions is a regular Agenda feature in which we interview leaders in a number of professions for their opinion on questions that effect us all.

Michael Schwebler is the Chief Operating Officer of Midwest Ultrasound Inc., and Professional Readers Group Inc., both subsidiaries of The Christ Hospital in Cincinnati Ohio. Michael is the current elected President (2008-2009) of the Society For Vascular Ultrasound "SVU." Outside the office Michael is a coach for the United States Soccer Federation working on the Olympic Development and coaching education staff for Ohio and Kentucky.

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

A: The digital age has had the greatest measurable impact

Associate **Richard Earle** was recently honored as one of 25 "individuals who have made a difference for problem gamblers and their families," at a breakfast marking the Council on Compulsive Gambling's 25th Anniversary.

Distinguished Honorees

Earle, who has served as advertising consultant to the Council for the past 12 years, joined a distinguished group of honorees, including Mass. State Treasurer Tim Cahill, Common Cause Past President Scott Harshbarger, and Harvard Medical School's Division on Addiction Director Dr. Howard Shaffer.

Caring and Commitment

"I am totally committed to the Council and their goals," said Earle, who has supervised a number of media campaigns for them. "They are among the most decent and caring people i work with!"

on our industry. Improvements in communication and data management have revolutionized the way healthcare functions. Specific to vascular ultrasound, digital technology has improved every aspect of the vascular ultrasound professional's life from image acquisition and data management to web based networking and distance learning.

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

A: Growing demand on the healthcare system. The baby boomer demographic along with a proliferation of minimally invasive treatment options has created unprecedented demand for cardiovascular services at a time when our economic system is maximally burdened. The resulting trend is increased demand for quality and quantity at a lower cost. I believe the system is approaching a critical breakpoint.

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: Our industry, from a patient care perspective, is insulated from global competition. There is anecdotal evidence of patients seeking healthcare in countries like India for better pricing, however I believe this trend to be "presently" insignificant. Conversely, I believe the emergence of these markets will create significant opportunities for individuals in our industry who are willing to travel in support of equipment vendors and educators as these powers seek to enhance their vascular medicine programs.

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

A: The primary challenge will be delivering the quality and quantity of care demanded within the economic constraints both present and anticipated. The other significant challenge is man power. Allied health is grossly under populated and vascular ultrasound is a prime example. There is a clear need for well organized and funded grass roots efforts designed to attract younger talent to the field.

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

A: In allied health and the vascular ultrasound profession in particular, technology and economics present the greatest challenges. Technological advances are occurring at such a rapid rate that professionals can scarcely stay current. Ironically, these same technology changes along with economic pressure may put the need for highly skilled labor at risk as Washington looks to reform our healthcare system.

Tyler Junior College Gives Back to its Community during Ike and Gustav

Regis client Tyler Junior College recently embraced an important principle of giving back to its community in the wake of hurricane Gustav, from August 30 through September 3. Then they did it again during hurricane Ike and its aftermath, from September 11 through the 21.



Beds in Gentry Gym

Special-Needs Residents

Tyler housed approximately 220 special-needs residents as well as 132 members of their staff together with respective families. Additionally, Tyler housed residents of the 3 senior communities that make up the Cantex Senior Communities. Tyler also opened its doors to 135 special-needs residents and 114 staff and their family members.

Football, Baseball, Band

Tyler's contribution to the community was in large part due to the volunteer efforts of many organizations, including football, baseball, band, and allied health/nursing/EMS programs. Individuals from these organizations provided help either inside the shelter set up in the campus's Gentry Gym or in the unloading and loading of buses and ambulances.

A Promise to Serve

Tyler President Dr. Mike Metke was moved to comment: "At Tyler Junior College, we pride ourselves on our promise to serve and this weekend I've seen our people at their finest."

[For more information on Tyler Junior College
Click here](#)

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