



*After 35 years*  
**Still a Cause Icon**

by [Richard Earle](#)  
 Regis Group Affiliate  
 (Excerpt from his book  
 The Art of Cause Marketing)

*We were shooting in a glorious stand of tall pines, near a reservoir high in the Hollywood Hills on August of 1975.*

As the camera crew was rehearsing their moves, I heard a thrilling and mysterious sound echoing from the edge of the lake. It was Iron Eyes Cody in full Cherokee garb, with feathers and buckskin, standing at the edge of the water, chanting. We were producing the second commercial in what became one of the most honored Cause Marketing campaigns ever, "The Crying Indian" for Keep America Beautiful.

Iron Eyes was staring at the large rocks and tall trees reflected in the still waters in an almost trance-like state, and the

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*Here's the May Agenda!*

**May 2010**

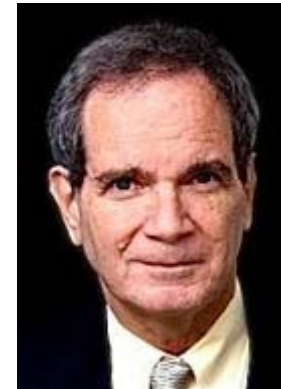
*Coaching Secret #9*  
**Fear Talk**

by [David Basch](#)  
 Regis Group Affiliate.

*Fear of one kind or another is the single biggest factor in stopping us from having what we want in life. I'm not referring to phobias or deep psychological issues, but rather common everyday fears. Fear of failure is the most pervasive; that is the feeling that you are not going to make it, whatever the "it" is.*

Variations on the theme are fear of: rejection, humiliation, shame, embarrassment, betrayal, loss, physical pain, emotional pain, of looking bad, feeling dumb or incompetent, small, weak, and not being "good enough." Surprisingly numerous people also deal with fear of success. As cited by Nelson Mandela when he quoted Marianne Williamson "Our deepest fear is not that we are inadequate. Our deepest fear is that we are powerful beyond measure."

**How To Deal With Fear**  
 In order to deal effectively with fear you first have to get clear about the enormous cost of it in your life. Fear



Marc Chinoy

*President's Letter*  
**The More things change**

We live in a time when it is important to remember the old French adage (Jean-Baptiste Alphonse Karr: 1849) that "the more things change, the more they stay the same." It is too easy to assume that we are unique and that our experience as individuals, leaders and followers is the most innovative.

Reality says that there are methods and processes to be found in the past both recent and distant, that eclipse current approaches. The internet is the newest laboratory for

strange words coming out of his mouth had no meaning to me. I waited respectfully until he had finished, and then asked him what that was.

“The Great Spirit Prayer” he replied. The words were in the Cherokee language. I asked him to translate them.

**These are the words:**  
*“Oh Great Spirit, whose voice in the wind I hear  
 And whose breath gave life to all the world, hear me!  
 Make me walk in beauty  
 Make my heart respect all you have made . . . “*

I had been worried about how to translate this famous icon into a radio campaign. We had committed to the Advertising Council to produce a full radio schedule in addition to the posters and television. The tear was exclusively visual. But the persona of Iron Eyes was not. I suddenly smiled a broad smile. “Iron Eyes . . . you’ve just given me the radio campaign. We’ll score the television with a phrase underlining the moment of the tear, and then adapt that to a radio track.

“Will you speak it in Cherokee?” My thought was to have it simultaneously translated in an overlap over the music. It was the first time that very reasonable and soft-spoken man said “no.”

“I chanted it once on the Carson show in Cherokee, and the audience laughed. It was so inappropriate and disrespectful. I don’t want to risk that reaction again.” And he was very firm about it, even though I felt that the original language would have been very moving. But of course, I respected his wishes, and the final track was just fine.

affects your self confidence and encourages self doubt. For example, fear of making a mistake can leave you emotionally paralyzed and unable to act - what we commonly call procrastination. At the same time, the opportunity to conquer fear, to break through it to achieve your goals is always available and is equally as powerful.

A good coach is trained to look at the positive side of things, the opportunities and possibilities. Sure, we might address some limiting beliefs, but for the most part we forge ahead because the fact is you are not going to get rid of fear. Fear is part of our human survival mechanism.

Google lists over 183 million hits with the word “fear” in it. So fear is here to stay. Once you know this and are determined to live with it powerfully, you can move forward.

### **Inspiration**

Here is an inspiring story about one man’s courageous fight against one of fears allies- the little voice in our head.

That perpetual voice, which has always been with us is the one that wants to keep us safely ensconced under our blanket. “Safely” is the key word, or should I say misnomer? The voice really thinks it is doing us a favor by protecting us from danger. After a while the voice is so much a part of you that you don’t even hear it anymore, except when a situation arises that allows fear to generate. The voice rears its ugly head and causes you shrink back into your cave.

How do you deal with this? For starters, listen and carefully observe the voice, but the key is not to follow it. The voice is not reality, only a habitual response. Instead, listen to Aamondt, not the voice. Who the heck is Aamondt?

group behavior, but at heart it is the village square, with countless unseen faces looking for models to copy and roles to pursue. The shift is one of scale and immediacy, but the principles remain the same.

### **Brief attention**

Those who are able to excite the imagination will draw attention briefly but will then be forgotten unless they are willing to progressively modify the offering. Those who strike a deep chord can count on a permanent echo, that will, unfortunately, but almost inevitably be claimed by others as their own inventions. The answer has not changed. Innovation must be continuously pursued, while sheltering the best answers for as long as is practical.

The immediacy of the internet calls for a constant and sequential program of invention baked into business plans, but tempered by comparative hindsight. Those that give lip-service to review past efforts of others run the risk of bumping into the ghosts of old efforts lost at every bend in the path.

Best wishes and keep pushing!

*Marc*

I called an old college friend, Fred Karlin, who had done a number of commercial tracks for me in New York some years before. Fred had just pulled off the extraordinary feat of winning both an Academy Award (for the song "For All We Know" from "Lovers and Other Strangers") and an Emmy (for the score to "The Autobiography of Miss Jane Pittman.") He wasn't doing TV commercial work any more, but when I mentioned a spot in the "Crying Indian" series, he immediately cleared his calendar.

Fred went into the studio with some wonderful film musicians, and Iron Eyes drove in from the valley for the session. He continued to stay interested and involved. What was obvious was how impressed even these cynical studio players were to meet him. They'd worked with many stars, but Iron Eyes represented something different.

He then recorded the Prayer, and Fred did the most evocative things with the track. He layered some dissonanced tracking of voices, and then conducted a downward passage on a solo cello to underscore the tear on film. It translated beautifully into radio as did the sonorous voice of Iron Eyes, and the very appropriate Great Spirit Prayer.

With an icon that is just a visual symbol, that translation might not have been possible. But Iron Eyes was a uniquely strong presence, and his commitment was so genuine, that he affected everyone and every thing that surrounded that campaign. And that helped make it all fit together.

*Recently posted on YouTube, the spot has had over 37,000 "hits."*

*"When you are injured, you treasure what you don't have," Aamondt said. "It's a good life to be an Alpine skier." This is a quote from the only Alpine skier to ever win 8 Olympic medals. Aamondt, from Norway, had come back from a potential career ending injury to once again be the best in the world in his chosen endeavor. Imagine the persistence, dedication and sheer courage it took for this man to recover, get back on skis and somehow force himself to be the best he could be, and as it turns out, the best there is.*

#### **What is the lesson for us all here?**

Anybody who has strapped on a pair of skis or a pair of shoes for that matter hits the metaphorical wall sooner or later. And when it happens the voice is there to remind you to quit. It can stop us from trying again. Don't let that quitting win. We all have it, (even the champion Aamondt), that recurrent little voice telling us it's over, we can't do it, were not good enough, or whatever version of nay- saying your creative little devil chooses to fill your ear with. Those "wall-hitting" incidents are life's way of giving us an opportunity to find out what we are meant to be, and to choose what message we listen to.

Aamondt chose to listen to a different voice, the one that said: *"I'm not going to let that mountain win"*. He created a vision and then importantly he set about doing the necessary work to manifest it. The message here is to listen carefully to your voices, the critic and the champion, and then choose which one you are going to honor.

#### **Coaching tip:**

To help conquer your fear, create an internal coach, your own Aamondt. Find a picture of your own hero or inspiration and put it up on your office wall or your screen saver where you can readily see it. I have a famous shot of Einstein riding a



### **BizSpeak: "A Pig in a Poke"**

#### **Definition:**

An offering (accepted or otherwise) in which critical information is hidden from view.

NOTE: this term counts as a classic, carried forward from generation to generation.

#### **Related Terms:**

Magic Beans

#### **How it Sounds:**

"If we buy the software without a full demo we will be buying A PIG IN A POKE."

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bicycle on my wall. When asked what his motivation was for developing his theories, Einstein's response was, "I was curious to know how the world worked". So, his picture reminds me to stay open and curious and have fun at the same time.

Good luck and good listening.

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### ***Focus on the Future***

## **Guest Predictions: Bill Overstreet**

*Guest Predictions is a regular feature in which we ask leaders in a number of professions questions that affect us all.*

*Bill Overstreet is the founder and owner of Bill's Copy Center in Leesburg, VA. Prior to the opening of his business in 1981, Bill spent 11 years as an Air Traffic Controller.*

*Bill is heavily engaged in the community, having belonged to the Kiwanis Club since 1991, and the Masons since 1993, as well as assisting the Salvation Army Men's Club and the Loudoun Chamber of Commerce. Bill sings in the Hamilton Baptist Church choir*

*Bill and his wife Betty were married in 1992 and have four children, two of which are from Betty's former marriage; together they have 10 grand children.*



**Bill Overstreet**

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

**A:** The improvement in computers and equipment wins hands down. Computer e-mail that allows for the downloading of jobs directly from the clients to the copier in our shop is now close to commonplace. Much of the equipment is far easier to use, taking in entire projects from multiple sources that are either physical copy or electronic and carrying them to a completed, multi-color, finished product in one step.

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

**A:** Competition has increased with a series of National Chains moving into local markets behind big, highly recognizable brand names. At the same time many clients are feeling the squeeze of the economy and holding back. Additionally, the equipment manufacturers are being unusually

aggressive about convincing prospective clients of our service to do their projects “in house,” regardless of the ultimate quality.

**Q: How will globalization affect your professional area in the near term?**

**A:** At the local level, which is where we have worked with our clients for decades, there is no apparent impact with the possible exception of the ownership of certain key equipment manufacturers. The intensity of vendor competition driven by the slump in the economy means more products and supplies, such as paper, are coming from the U.S. once again. Other than that, the need and desired outcome is still largely the same as it has been for years.

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

**A:** The use of the computer has added a range of new challenges as well as benefits, pushing us to better use emails, CD, and flashdrives. Yes, we are creating a cleaner copy when using these vs. using a hard copy, but they require new ranges of knowledge. One challenge is finding the time to interpret and download correctly, when knowing that a project is there, waiting on-line.

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

**A:** The cost to get started into anything these days is the main issue. When I started in 1981 the initial cost to me was around \$3,500. Today you would be lucky to start out under \$75,000 with a mix of direct cost and debt, and, if a beginner chooses to go the way of purchasing a franchise, the cost / debt combination is considerably more. On top of that, understanding the integration of the technology is a much greater challenge than 30 years ago, and is not likely to simplify.

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