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The Alliance Bulletin

An Innovative Financial Resource

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E-Newsletter

April 2009

Dear Sam,

ACC offers this newsletter as a means of sharing thought provoking and stimulating articles to our clients and associates. We hope you find them of interest and invite your submission of articles for future newsletters that you feel would be of interest to our readers. We also invite your input with regards to this change of format from a newsletter mailing to an e-newsletter.



Sam Fallenbaum

How Positive Thinkers Manage Change

It's really an "in" word today. The word "change" is potentially the greatest positive word in the English language. That word means that we have the capacity to make improvements and corrections and give assistance to people who need it. What we need to do, of course, is determine the difference between positive changes and negative changes.

First, never forget that "change" is a positive word. Often times you can't see the power in a positive word without having the alternative choice of being negative in a negative situation. So, what is positive about change?

Change is all around us. It's in the marketplace. The market changes and your business is going downhill. They're not buying that product anymore. Or they've changed styles and you have a big inventory left over. What do you do with it?

Change is seen in music. The past century saw extreme changes in music. A drift from the classical to the pop. From pop to rock, then metal rock. What kinds of instruments are being played today that weren't being played 50 years ago? Or vocal arrangements? Changes in ethics, in morality, in religion. What do you support? These are decisions that come to the very heart of life

How do we handle these changes? Do we prevent them? I don't think so. I think that the human race, at least in America, is so driven by the freedom in making decisions that it's too easy to go along with the crowd. Thoughtful thinking people are doing a lot about managing changes.

I'm terribly concerned about the change in communications. Today there is not only the confusion that comes with different foreign tongues, which is prevalent in a free country like ours, but especially in a world where more freedom is allowed. How do we uplift the morals and the spirit of our society? I think one of the changes you should make is how you can change language for the better. I have listened to words that people use and am shocked at how they misuse some words and are even allowing negative ones to come into their vocabulary.

Where do these changes come from? Many of them come because we mix with the wrong people in the wrong way. We have to learn in the culture of tomorrow how to say, "No thanks. I don't think I can make myself a part of it right now, but thank you for the invitation." We have to learn

that one thing that's happening that's encouraging is that people dare to speak up in public and private and say, "Oh, I don't think I want to be a part of that." They're not intimidated like they used to be.

Look for the good that is in the changes, and if you can extract the good from the negative, build on the good, and build on the change. Yes, you welcome even bad changes that tell you that you have to confront them in a positive way, to offer better ideas

Make a list of the changes you have seen in language, in music, in fiction, in school, in college. Those changes often happen when they come from sources and forces that are not of our choosing, but we have to confront them. Either we like them or we learn how to say, "No thanks. I can't go with that, I'm sorry." And say it pleasantly. You can say "no" today if you're polite, kind, gentle, wholesome, and sweet. Analyze where these changes come from.

Look at all of your life! The economics, the spiritual, the morals, the sexual, everything. Make a list of the changes you'd like to see made. You have the freedom to do that. You have the power to go home and write down your changes. It's very important to keep your list of your changes before you. In all of your thinking whether it's positive or negative, you do have the right to make the decision about what changes you'd like to see made.

What astonishes me is to see what major changes have happened in culture, in society, by people who decided to do something to change what is not right and they start with a trusted friend. Often times it doesn't start with an agenda that's on the floor of congress. It starts out of a heart of a good person, a really good person. So, let's make up our minds to decide the positive changes we should make. Commit yourself to make your list of positive changes,



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