

The Ankenbrandt Group



Seasons Greetings

Ank's Angle



Let's enjoy this season. Ho, Ho, Ho - Merry Christmas and a Happy New Year. Think that we all will be glad to move into the New Year - there is always a tomorrow - need to learn from yesterday and max out today. It's always darkest before the New Dawn - we will get through the mess - take one day at a time and keep on trucking. Never, ever give up.

- Dave Ankenbrandt

From the Bullpen

1996 Economy

Wow! I was looking through some of our old marketing letters and found a letter from 1996. Here is how it starts:

"I have some good news and some not-so-good news. Let's get the not-so-good news out of the way first. Times are tough, really hard. The National economy is sputtering and Orange County has not seen times this tough in years. But on to the good news! Out of these tough times come truly outstanding opportunities. One such opportunity is the chance to avail yourself of top flight executive talent."

It's amazing that just 12 years ago we were in the same situation as now. I remember graduating from college in 1992 (Ok that is more like 16 years and now I can't believe I've been working here for that long). All of my peers took jobs working for minimum wage. I ended up working for Dave (my Dad) because I figured earning a



commission was better than working for minimum wage (*I was right!*).

So, looking back at 1996 and our company history, I now know even with our current “sputtering economy” we will pull through and be okay. To quote the old man (*that’s my Dad*), “Just keep your nose to the grindstone and stay focused on our client’s needs.” Maybe we all need to take a look back and realize that the economy cycles and this is all part of its cycle – this too shall pass.

And on a really happy note – Merry Christmas and may you all have a prosperous New Year! Welcome 2009!!!

-H

A PDA addict’s New Year’s resolutions

- I will put down my phone when at lunch with business associates, friends and family. Yes, it can wait 30 minutes. If there is an emergency I will excuse myself from the table.
- I will not text and walk. Running into people is not polite.
- I will cut down on texting, emailing and pick up the phone and call.
- I will not text, email or retrieve messages while driving.
- I will not order my coffee, pay my bill, or order my food, while talking, texting or emailing.
- I will attempt to not be a rude PDA user.

Quick Links.....

I know that all of you have read the statistics that say the average American worker wastes their employer’s time by using the internet for personal use. Well like most statistics, those can be skewed to get whatever results they want to achieve. There are people, like recruiters, that have to use the Internet on a daily basis for research on clients, competitors, etc. In doing these searches, it seems that all of the negative headlines are flashed in front of you and they start to get a little old. The USA is in a tough place right now and it is hard to get away from the negative things in the media. We have compiled a list of fun and/or inspirational sites that might bring a laugh or a quick smile to help get you through the day. We recommend checking some of these sites out either on your own time or very, very quickly on the boss's time. Remember, do not become one of those statistics.

www.theonion.com
www.dailygood.org

www.snopes.com
www.charityfocus.org
www.fark.com
www.motivateus.com
www.inspirational-quotes.info
www.goodquotes.com

Quotable Quotes

“Life is like a grindstone: Whether it grinds you down or polishes you up depends on what you’re made of.” – Anonymous

“It is our relation to circumstances that determines their influence over us. The same wind that carries one vessel into port may blow another off shore.” – Christian Bovee

“Give naught, get same. Give much, get same.” –Malcolm Forbes

Regards,



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