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Uncommon Sense

Providing Clarity, Promoting Intelligence

In This Issue

[Facebook Pages
Dialogues with a Liberal](#)
[First Amendment
Attacked](#)
[Add Perfidy to your
Vocabulary](#)

Quick Links

[Ara's Web Site](#)
[Facebook Page](#)

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Issue: # 058

August 30, 2013

Greetings!

I hope this finds you well.

I just got back from yet another trip back east which had me delivering a series of seminars to various sales professionals, as well as a webinar on management. While I don't mind the travel, I really do enjoy returning home to my family.

Summer is more than half over, but banging out good work to the best of my ability is a never-ending process. I hope you enjoy this issue of *Uncommon Sense* as much as I enjoyed writing it.

OK, let's get started.

Warm regards,

Ara Norwood



Self-Development

Using Facebook Pages

Some of you are not Facebook fans and have decided, for whatever reason, to avoid Facebook like the plague.

Although I am not an apologist for Facebook, in the interest of full disclosure, I do have my own Facebook account which I visit on occasion. For me, Facebook is an online water-cooler of sorts, enabling me to converse with

certain individuals who like that forum.

In this column I heartily recommend a service Facebook offers which you may not be aware of.



In addition to the standard Facebook account many people set up for social networking purposes,

Facebook offers an alternative account known as Facebook Pages which is meant less for standard social networking and more for business networking. It's another way to position yourself in the market place. Facebook has ingeniously created their "Pages" for just about any kind of entity, whether you are a celebrity, or a performing artist, a public figure or a non-profit, and it's a great way to promote your business, cause, or product -- or even yourself.

If you have any sort of business or similar operation in your life, it is very likely a wise move on your part to take the time to establish a Facebook presence in this manner, even if you previously decided to boycott Facebook for social networking purposes. Here's why: although you may or may not be a fan of Facebook, you want to market yourself professionally wherever you can and many people will see you and your work on Facebook that might not see you anywhere else. It's akin to a marketing executive who sells a unique brand of sunscreen but who would never personally shop at Wal-Mart, putting his sunscreen product in Wal-Mart anyway. The fact that he personally isn't a fan of Wal-Mart is irrelevant because his customers do shop there, and that should trump his personal sense of where he likes to shop.

Follow these instructions if you wish to tap into this service:

First, go to www.facebook.com/pages/create.

Second, select which kind of entity you represent. They give you the following choices:

- Local Business or Place
- Company, Organization, or Institution

- Brand or Product
- Artist, Band, or Public Figure
- Entertainment
- Cause or Community

All but the "Cause or Community" option will then ask you to select from a drop-down menu a specific category you represent. For instance, if you are a local business, it will ask if you are a bar, a library, or a sports venue (among many other choices.) Same with if you are a brand or product, it will want you to select if you represent appliances, cars, or furniture. You get the idea.

Then it will ask you the name of your entity and perhaps some additional information. And you have to check a box indicating you agree to abide by their terms.

Next you will have the option of Logging in with your standard Facebook account if you have one, or if you don't, you simply click on the link that reads "Create a new business account" in which case it will ask you to set up your account with an email and password, your date of birth, and spelling out what is known as a captcha (those weird-looking scripts they ask you to retype to make sure you are a human and not a robot.)

You will then receive a confirming email to the address you signed up with and you must go to that email and click on a link to confirm your registration.

At that point you will be taken to a set up page where you can start building your page with a description of what your entity is about, add photos, send out an announcement to your contacts, etc.

If you do this, you are likely to attract fans, and attracting a following in this manner is simply smart business. We live in an information and networking age. Get with the program.

The Elephant in the Room **Dialogues with a Liberal**

I have usually found it very difficult if not impossible to carry on a coherent conversation with a liberal. Usually when a liberal comes to realize they are in the presence of a conservative, I have to duck to avoid being bludgeoned by the array of insults that are hurled at my head. But fortunately, I actually have a few liberal friends who have

found other areas of mutual interest between us, so that my presence is more than tolerated in their lives. One of these friends is DB, a bright, inquisitive 50-something educator who has spent years as part of a teachers union up in the Silicon Valley area of Northern California. We have been close friends for almost 30 years and while we have serious differences of opinion about political matters, we have much in common in other areas - a deep commitment to spirituality, a fascination with the arts, and a love of adventure.

DB was a guest in my home recently. During one of our many conversations, I brought up a topic I knew would be of interest: the fact that the Los Angeles Teachers Union did not want to

fire, and refused to deny the pension and other benefits to a monstrous pervert named Mark Berndt, who taught



second grade for many years and was recently found to be entertaining himself by feeding his innocent and blind-folded students cookies that were [laced with Mr. Berndt's semen](#). I expressed to DB my outrage at the notion that the LA Unified Teachers Union would seek to preserve for this monster his pension -- to this day they pay him \$4,000 each month even though he is in jail. (They also paid him \$40,000 cash to leave his teaching post quietly rather than summarily terminate him -- another outrage!)

I don't know why I am surprised, but DB defended that position of the LA Unified Teachers Union. DB believes that teachers are so underpaid that the pension is untouchable no matter what the teacher is guilty of doing.

What I learned from this exchange is another difference between a liberal and a conservative. To a liberal, a teacher's pension has far more weight than the well-being of the children that teachers are entrusted to instruct. To a conservative, the innocence and safety of children carries far more significance and demands far more preservation than a teacher's pension.

To many liberals, a pervert who feeds semen-laced cookies to his unsuspecting second-graders should neither be fired nor have his pension revoked, even though such liberals

agree the act in question is horrid - just not horrid enough to strip the perp of his pension. The pension has near-sacred qualities to a liberal.

Conversely, a conservative puts standards above compassion for the pervert, and thus has no qualms about both firing him, and negating his pension benefits for the horrific crime he foisted upon the innocent children he was supposed to be educating.

I am left wondering at what point a liberal would agree that a member of the teacher's union has committed an act so egregious that it warrants the dissolution of his pension: Murdering a student? Blowing up the entire school? Setting off a biological agent at the Teacher's Union Annual Convention? Or is there no act, regardless of how profoundly evil, that could ever wrest the pension away from the most perverse member of both the teacher's union and of society?

And that, my friends, is the latest elephant in the room.

From Ara's Journal

The First Amendment Foiled Again

The First Amendment of our U.S. Constitution enshrined as sacred several things, among them freedom of religion. This has usually meant that people who choose to maintain a commitment and adherence to the principles and practices of a specific faith tradition (i.e., Buddhist, Methodist, Jewish, or Eastern Orthodox) would be free to do so and would be protected in doing so. The First Amendment stemmed from the Founders recognition that England had set up a religious landscape which foisted a single denomination (The Church of England) on the rest of the country and made it difficult for other denominations to practice their faith without persecution. Americans wished to establish a culture where people would be free to adopt whatever religious beliefs they chose, and to exercise their right to free religious expression without interference from the government. This has been a hallmark of the American body politic.



This hallmark is now under attack and seems to be targeted for extinction - by (who else?) the Left.

One of the more recent manifestations of this insidious disregard for the First Amendment comes to us courtesy of Vanessa Willock, a lesbian living in New Mexico who had planned to get married to Misti Collinsworth. As usually takes place, the soon-to-be married women wanted to hire a wedding photographer. Now there are dozens of wedding photographers in Albuquerque, New Mexico they could have approached for this job. But they wanted something more - they wanted a religious wedding photographer who would be opposed to same-sex marriages to photograph their wedding. This was done simply for activist reasons.

They approached Elaine Huguenin of Elane Photography and requested she photograph their wedding. Ms. Huguenin predictably but politely declined the job based on her religious commitments. Bear in mind that Ms. Huguenin is not homophobic, was not given to slander, is not rude to gay people, and even has some friends who happen to be gay. But because she believes, on religious grounds, that the institution of marriage is sacred and is meant to be between a man and a woman, the lesbian couple levied a lawsuit against Ms. Huguenin - which was their primary goal in the first place (getting a photographer for their wedding was secondary.) The lesbian couple not only believe in same-sex marriage, they believe that religious people who do not countenance such unions must be forced, against their will, to support such unions. The totalitarian reflexes inherent in the Leftist DNA possessed by this lesbian couple goes way beyond a desire for tolerance. They instead insist that such religious people be mandated by court order to defy their own religious commitments and embrace the values of the secular Left. All they needed was to get this case brought before a Leftist, activist judge, and their own totalitarian bent would be validated.

And that is precisely what happened. Judge Edward L. Chavez heard the case and, in harmony with his own radical world-view, ruled in favor of the plaintiffs, thus telling Elaine Huguenin, in effect, "It does not matter if your most sacred religious beliefs prevent you from supporting a same-sex wedding. My secular bias will now be used to compel you - by force - to abandon your deeply held religious beliefs and to embrace Leftist beliefs. I am forcing you to shoot their wedding in spite of your aversion to do so." Those who wish to read the full transcript of the court decision can do so by [clicking here](#).

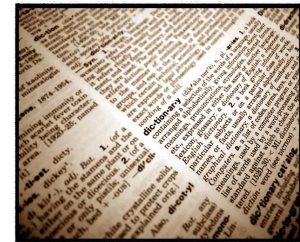
I wonder how much time will pass before radical judges force Churches to abandon their own religious beliefs and embrace secular values - forcing such Churches to perform same-sex weddings contrary to Church teachings. . . It is striking to contemplate that while homosexuals comprise perhaps 4% of the U.S. population, and religious believers constitute a much, much higher percentage, that radical judges are, with growing regularity, forcing the many to accommodate the few. The First Amendment may well be "The First Casualty" of the U.S. Constitution.

At what point will we have the courage to stand up to the secular Left and quash their totalitarian machinery?

The World of Words

Perfidy

Building Your Power of Expression



Perfidy, n

Pronunciation: 'pərfidē

Meaning:

This word won't be used in everyday conversation, but when it is used, it is a mark of sophistication and elegance. Perfidy is deceitfulness. It is untrustworthiness. It is betrayal. Example: it is very likely that Huma Abedin is contemplating the extent of the perfidy of her husband, Anthony Weiner (as are the voters of New York City.)

Usage:

- *His level of perfidy approaches that of Benedict Arnold.*
- *I have difficulty imagining that such perfidy is possible with a man like Charles.*
- *The judge was so appalled by the defendant's obvious perfidy that he had him held in contempt.*

New subscribers, the Special Report "11 Ways to Beat the Odds" should have been sent out to you already. If you have not received it, please communicate that to me via email (ara@aranorwood.com).

For more information on my work, follow me on Twitter ("Ara Norwood"), or on Facebook (keyword "Leadership Development

Systems") or via my website: www.aranorwood.com

Sincerely,

Ara Norwood
Leadership Development Systems