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Dear David,

 Ara Norwood

Greetings!

It's hard to fathom that we are already at the last day of June -- the first half of the year is past us.

Quick: Read this newsletter. It's a quick read. You'll gain some valuable insights.

OK, let's get started.


Ara Norwood

Self-Development

Utilizing Google Alerts to Get Results

While I first wrote about Google Alerts about six years ago, (see issue #13) the tool has proven to be so useful that it bears repeating.

Google Alerts is a wonderful and powerful tool offered by Google that enables the user to track news stories that are breaking, or monitor what is being said about a person or topic on the web or in the news, or even get solid marketing leads.

First, you need to know how to access Google Alerts. For some strange reason, it no longer shows up as one of the menu items  Google Alerts when you try to access all of the various applications that Google offers. Not a problem: simply open up a browser and type in www.google.com/alerts.

Once you access the Google Alerts home page, you simply go through the following process:

1. At the top of the page, you will see a search field with the words "Create an alert about. . ." Key in the search terms you wish to receive an Alert on. Example: you could choose something you wish to learn more about, such as "scrapbooking," or "recycling," or "neuroscience." Conversely, you may wish to follow a person, so you might key in a name such as "Angelina Jolie," or "Susan Rice," or "Venus Williams." Or perhaps you are interested in following a breaking story, so you might enter "Travel Ban," or "iPhone," or "Sanctuary Cities."
2. You need to enter in your email address where you want the Alerts sent to.
3. To the far right, click on the drop-down menu labeled Show Options. There you can select how often you receive the Alerts (As it happens, At most once a day, At most once a week). Next, you select the Sources you wish to Alerts to come from (Automatic, News, Blogs, Web, Videos, Books, Discussions, Finance.) Next, select your language, and you have 46 to choose from. Next, select the Region you wish to focus on. I go with United States, but there are other options. Finally, you make a choice in the "How many" field, and your choices are "Only the best results" (my recommendation), or "All results."
4. Finally, you click the blue Create Alert button. There's a double-opt-in feature, meaning Google sends you an email asking you to verify you really set up this alert. Once you indicate that you have, the Google Alert takes effect until such time as you decide to cancel the Alert, which is easy to do.

One of the ways I use Google Alerts is to generate marketing leads. For instance, let's imagine you live in Dallas, Texas, and that you wish to offer your services at concert venues during a concert. Perhaps you sell T-Shirts, or rock memorabilia. So you want to know when various concerts are held. You could set up a Google Alert with that in mind (perhaps using search terms such as "Rock Concerts in Dallas" or something similar. Every week you could be receiving alerts that inform you of upcoming concerts, who is behind the management of such events, etc. Bingo! You now have a lot of leads coming to you on a regular basis on who to


market your services to. Not all of the "hits" will be useful. But enough of them will be to make it worthwhile

What information do you want to know about? Who or what do you wish to keep tabs on? Think it through. Chances are very high that, with a little thought, Google Alerts can be an enormously helpful resources to your marketing and knowledge-management efforts. Thanks to the tools that come with our Digital Age, you can position yourself to be informed in ways that previous generations could not imagine.

The Elephant in the Room

Deeper into the Idiocracy

Most college professors -- probably upwards of 90% -- lean left, many radically so. And these professors are usually more interested in indoctrination than they are in educating. Even if the indoctrination involved ideas that were good, I would have objections to their methods, for indoctrination does not equip people to think critically. Indoctrination, even on wholesome ideas, doesn't breed intelligence. However, all of that is moot, for Leftist Professors usually indoctrinate their students with ideas that are foolish, though such professors fantasize that their notions are brilliant.

A recent case in point is Professor Sarah Bond, who is an Assistant Professor of Classics at the University of Iowa. Professor Bond, who is white (and, thus, probably engages in endless self-loathing) begins a recently [published essay](#) with the words "The equation  Devolution of white marble with beauty is not an inherent truth of the universe; it's a dangerous construct that continues to influence white supremacist ideas today."

The professor, who is obsessed with racism, sees it everywhere except the one place she should see it -- her own soul.

Possessing a limp intellect, she imagines that White Supremacists, Skin-Heads, and Neo-Nazis all gain their hate-filled ideology from, . . . white statues. I've been in a number of museums, yet somehow I missed the fact that they were magnets for white supremacists.

If given a chance to ponder the implications of her ideas, she may soon come to see the paper loaded into the trays of countless office copiers and printers as thoroughly racist. After all, it's certainly possible to have other colors of paper. Why cannot we change office norms and use yellow paper or orange paper or lilac paper in our copiers and printers? Technology certainly does not prevent us from doing so, therefore it must be our inherent racism that does.

The naming of the species of shark formally called *Carcharodon carcharias* as a Great White Shark is also, to use the professor's logic, blatantly racist. Notice we didn't name a puny, tiny shark a "white" something or other. Worse, we decided to add the word "great" to the word "white" which shows an unhealthy self-absorption among the white population. This shark must be re-named, lest we send out subtle messages of hate and bigotry among the populace.

Likewise, we need to rename that sudden burst of violent wind while at sea known as a White Squall. The natural phenomenon is so named because it lacks the black clouds that usually accompany a squall. So this adds insult to injury because the black clouds have somehow been banished and relegated to second-class status, segregated from the environment, banished to the back of the meteorological bus. Do whites have to rub salt in the wound by calling the phenomenon a "White" Squall? Do they have to shove their white supremacist ideas in our faces? Can they not call it something less racist?

And I suspect it is time to change the name and the lyrics to the classic Irving Berlin Christmas song, "White Christmas." Clearly a white supremacist song with a dangerous message. White people who sing that song obviously have it in for non-whites.

Perhaps we need to rename other uses of "white" -- all of which are dangerous and racist. White noise, white blood cells, white rhinoceros, white paper, Snow White, white wine, the White House, the Chicago White Sox, white flag, white-collar crime, White Plains, white tie, and egg-white all need to be renamed. In fact, to carry Professor Bond's ideas to their logical conclusion, the term "white" should be seen as bad and as racist in any context. Therefore, we should ban the very word. And after that, we should ban and punish the very concept.

Brilliant, indeed.

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

From Ara's Journal

Just Teach

I remember when I was about 7 or 8 years old, I was out front playing with the kids next door. We were playing "Tag" and "Hide & Seek" and stuff like that. Video games had not been invented yet. And we were having a good time.



Journal
Writing

My father came out into the front yard and appeared to be getting ready to get into the car. He called out to me and asked me if I would like to go with him while he ran some errands. Since I was having fun playing with the neighborhood kids, I blithely said no. He didn't press the matter, but shrugged his shoulders, got into the car, and drove away. I continued playing.

About 15 minutes later my mother happened to come out to the front yard to place something in our mail box. She was surprised to see me. She asked, "Weren't you going to go with your dad on some errands?" I said, "Dad asked me if I wanted to go with him, but I said no." She replied, with a tinge of disappointment, "Oh, that's too bad. Your father really wanted you to go with him. . ." Then she turned and went into the house.

At the time, that message didn't really impact me. I went on having a good time with the neighborhood kids without a care in the world, unaware of the bonding that might have taken place between myself and my dad. It was a missed opportunity to be sure, but I remained out of touch with reality, so gripping were my preoccupations.

But over time, I have reflected on that scene. Here I am some five decades removed from the events of that day. And yet I still ponder it from time to time, and feel a sense of loss. What might have been, had I had the foresight to go with my dad on those errands?

There are a number of take-aways from this memory. The most important one may be the realization that as parents, it is important that we, with regularity, teach our children. They may not process the significance of our teachings at the time we dispense them, but they may well reflect on the point of the instruction for many years following the lesson taught.

As a parent and a grandparent, it is essential that I not lose sight of the need to continue to teach. Always.

The World of Words

Innocuous

Building Your Power of Expression



Dictionary

Innocuous, adj.

Pronunciation: i'näkyooəs

Meaning: When a thing is neither harmful or offensive, we could say it is innocuous. That simply means it has not problematic properties.

Usage:

- I responded to him candidly because I considered it an innocuous question.
- Why did I react the way I did to a relatively innocuous creature?
- The innocuous statement caused a couple of raised eyebrows.

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,

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