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THE INDEPENDENT — Craciun Wachman

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Entrepreneurs enjoy competition. There are so many parallels between business and sports; so many metaphors that fit. I had success in sports at an early age and thrived on competition. I knew to respect my opponents and often formed friendships with my rivals. In sports there is just one winner, in business there can be many winners.

By the age of seven, I understood the concept of friendly competition in sports. I fully understood the importance of competition in business by the age of 18. Having a friendly rivalry in the business world was a lesson that took a few more years to learn. The killer instinct served me well in my younger days, and still comes in handy at times.

However, I realize that networking and the Power Of We (as Jonathan Tisch preaches in his book of the same name) is the most enjoyable and profitable way to approach the daily challenges that are presented to all entrepreneurs. It is also the right way to go about your business. One day I realized that it didn't always

have to be Yankees vs. Red Sox. Sometimes it could be Mantle/Maris or Mattingly/Winfeld. If you are not a baseball aficionado you can call WordHampton Public Relations for a clarification on the significance of those names; ask for Steve Haweeli.

Of course, Steve guides his friends and clients through so much more than baseball trivia questions. As Path To Success took hold as a business venture, focusing on public relations and marketing, I sought the counsel of my good friend Steve Haweeli. Steve is a great guy and presides over one of the most successful PR firms in the tri-state area. Steve offered words of encouragement, advice and confidence in our ability to bring increased profitability to our clients.

I met Steve shortly after he launched WordHampton Public Relations in 1992. Our businesses, our Yankees and our friendship have enjoyed many great moments since that time.

How does an entrepreneur start a business? For Steve it was the often-told story of being thrilled to be paid to do what you love.

"In the early days I was trying to figure out if I wanted to be a freelance writer or have my own business," he said. "I was delighted that people would pay me for my writing, which in one instance turned out to be a press release. My first success story was a release that was sent to Sylvia Carter at Newsday and we got a placement! At that time, I saw the inherent power of a third person endorsement that editorial could bring. A light bulb went off; this is what I want to do!"

In addition to finding something you love, Steve was willing to sacrifice and do what it would take to become a winner. "I was a professional bartender in Manhattan and wound up out here (The Hamptons) as a bartender at Nick and Toni's," he said. "I began to grow the business from behind the bar. The early days were stressful; working as hard as I could while I had an infant and had just bought a house."

Some entrepreneurs start their first business in their teens, some later. For Steve it was a discovery process that took a bit longer: "I had tried business school, the seminary, and the Lee Strasberg Theater Institute; I know the entrepreneurial spirit was always there, but I didn't identify it at first. It was one thing to have a love of making a placement, what I found was that I really enjoyed the challenge of running a

business. It's actually a creative process that I didn't recognize at first. It's much like an athletic endeavor because you have to make adjustments; you have to make decisions every day, every time you grow something. The gift of running the business is running the business."

In addition to making his clients more profitable through media relations, WordHampton also focuses on counseling its clients. Like any great athlete, Steve is one step ahead of the competition. "We have recognized very clearly that the world of social media needs to be understood and incorporated into a savvy public relations plan."

I am proud to be in the same industry as Steve, proud to call him a friend and share the same philosophy of business. Path To Success and WordHampton each help their clients succeed as they give back to the community. When I think of Steve, my first thought is his continuing efforts to feed the hungry in our community. WordHampton's annual holiday collection and fundraising efforts for the Springs' Food Pantry have been a company mainstay for many years. Those efforts and continued generosity is something that would cause any friendly competitor to tip his cap.

For more information on how you can make your business more creative and more profitable, log on to PathToSuccess.com



Taking A Break

Last column I spoke about the importance of getting a handle on the flow of your life every day. So often we are simply carried away by the stream of whatever demands and issues seem uppermost in our awareness at the time. All of that, of course, is quite understandable, but as you know it can become quite exhausting and create a sense of being disconnected from yourself.

So what I recommended was setting up a schedule so that you could literally "wake up" several times a day and refresh, clear out your mind. It's like taking a swim in the middle of the day. The intensity of the water, of the temperature change, all the wonderful qualities that soothe the body and bring peace to the mind are part of that experience. So by all means, if you are fortunate enough to be able to get away during the summer and get to the water, or if you are even more fortunate to have a pool, then indulge yourself unreservedly.

Of course, not everyone is going to be in that position; also even those who might have the opportunity might not take advantage of it. Yes, that's right, just because the resource is available doesn't mean that we will make use of it. A bit of motivation and persistence is required to get ourselves moving and put us on the road to a more relaxing and consistently happier day. So, do as I suggested in the last column. Take about three "wake-up" breaks each day. Use whatever means to remind yourself that will work for you.

What I want to add in this column is the fact that while those "wake up"

moments (actually one to three minutes is sufficient) can consist of closing one's eyes and breathing deeply while at the same time bringing your mind back to that quiet place created by your breathing, there are still other kinds of activities that will create the same effect.

In fact you can mix it up so that these moments will have variety and therefore be more likely to be something that you continue to do.

For example, instead of closing your eyes and focusing on your breath, you can take a deep breath and let out a series of vowel sounds. That's right, you can start with A, then E, then I, then O and then U. What you do is elongate and sustain the sound of each vowel. Repeat that a number of times over the next one to three minutes. Here you combine your breathing with vocalizations. That actually is a powerful combination that studies have shown have the potential to reduce anxiety and to rev up the body

on all levels.

Another way to accomplish the same thing is through movement. Those of you who know yoga or some other movement process can go through a few routines to get pretty much the same effect. OK, so there you have some concrete way to liven up your day and bring you back to or better up to a baseline of positive feelings and perspectives. Do it and let me know what you think!

Frank Mosca Ph.D. is a life coach with perspectives and the experience that might just help you get beyond some difficulties or be more successful to attaining some important goals. Call (631) 834-4115.



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