

Official Newsletter of the Andersen Alumni Association



ANDERSEN ALUMNI™

## Straight Thoughts, Straight Talk

*"Serving Andersen Alumni Worldwide"*

Oct. 2011

Vol.4 No.4

**Sponsored by: North Highland & Lenovo**



northhighland.  
HIGHLAND WORLDWIDE

#3 – Best Firms to Work For  
Consulting Magazine's 2010 List

Best Firm to Work For / Best Firm to Work With



# Editorial

We are entering the home stretch of 2011. I recently read two back to back economic reports that claimed that the slow economy was “the new normal”. I always hate it when I hear the cliché “this is the new normal.” Maybe I just did not want to accept it. However, after three years of a sluggish economy and forecasts of a continued weak outlook, it looks like it might be time to accept it. Based on conversations with many of you it seems that most of our companies have found a way to cope in this environment. For some, it is a day to day struggle for survival and for others it is just a seemingly relentless grind to achieve the targets we have set for ourselves. In the end though, it is amazing how adaptive our companies are and just how hard each of them will work to survive and even thrive in these economic times.

It is times like these that my network of Andersen alumni becomes even more valued. I cannot tell you how many times I have reached out to some of you and found the answer I was looking for. In many cases, you stopped what you were doing and made a significant investment of your time to assist me. I want to thank you. Furthermore, I want to encourage you to take advantage of this network.

Take a few minutes this month to read the articles by Alumni Ed Maier and Jim Wanerserski. I think you will find them interesting.

Our affinity network is getting stronger.

- I have heard from several of you of the significant savings ( ranging from 20 to 30%) you have received from the Liberty Mutual alumni offerings. At the time of this writing, I am awaiting a quote and I am confident I will get better coverage at a lower cost than my prior coverage. Additionally, from September 1, 2011 through November 30, 2011, Liberty Mutual Insurance Company, Inc., will donate to **Susan G. Komen for the Cure**® \$5.00 for each completed voluntary auto, home or renters insurance quote made by a Requestor of a Liberty Mutual Affinity Partner. Liberty Mutual’s “**Quote for Hope**” save now and help cure cancer by clicking on [www.libertymutual.com/qfh-andersenalumni](http://www.libertymutual.com/qfh-andersenalumni)
- Check out the great prices on Lenovo laptops and you may even win \$50,000 in the Holiday Sweepstakes .... Offer starts October 19th through January 8th, 2012. Enter today for a chance to win. Think Sweepstakes. Think Lenovo!  
<http://www.lenovo.com/andersen>

As we enter the Fall and the end of the year, I want to wish you and your family the best.

Sincerely

Kirk Hancock

# **Connections** February 24<sup>th</sup> – 26<sup>th</sup>, An Exclusive Leadership Conference for the former Partners and Employees of Andersen

It is called CONNECTIONS ... but riddled with a lot of reconnection! Simply put ... it is about celebrating Andersen connections and learning for future success.

What started, the year following the implosion of Andersen, as a small reunion for the former Recruiting and HR professionals of Andersen ... has evolved into a full-blown national leadership conference. Now fully open to all former partners and employees of the Firm ... the criteria for registration is that you must have worked for Arthur Andersen sometime during your career somewhere in the world!

You won't find a better investment for your education dollars or time than spending your weekend with national speakers and the greatest network on earth. Our theme for CONNECTIONS 2012 is **RESILIENCE**. It is a necessary character of leadership and certainly a message relevant for these times. This is a leadership conference like no other. You will experience incredible speakers including Eileen McDargh (national speaker, author and inductee of the National Speaker's Association Speaker Hall of Fame) [www.eileenmcdargh.com](http://www.eileenmcdargh.com), Walter Bond (national speaker, author and former NBA player) [www.walterbond.com](http://www.walterbond.com), Mark LeBlanc (nationally recognized speaker on growing your business) [www.smallbusinesssuccess.com](http://www.smallbusinesssuccess.com), John Blumberg (national speaker, author and Andersen Alumni) [www.keynoteconcepts.com](http://www.keynoteconcepts.com) ... along with powerful breakout sessions and incredible opportunities for new connections and reconnections throughout the event.

It all kicks-off at the Q-Center in St. Charles IL (former Center for Professional Development) on Friday night, February 24, 2012 at 6:00pm and runs through lunch on Sunday, February 26<sup>th</sup>. We hope you will make the commitment to be there. You can start now by registering at <http://bit.ly/nBe1fJ>.

So call a friend around the corner or around the world and encourage them to meet you in St. Charles on February 24<sup>th</sup>. You and they ... will be glad you did!

In the meantime, join the CONNECTIONS CONVERSATION through social media by visiting our Facebook fan page (Connections Conference) or on Twitter at #connections2012.

## **Passion** by Ed Maier, Former Andersen Partner

Last quarter, I addressed the issue of developing your own personal plan to define your future. The concept of doing that struck me again recently as I watched a TV show that I enjoy. The name of the show is "Anthony Bourdain: No Reservations". It is on the Travel Channel and features Anthony Bourdain -- an American chef, author and television personality.

In this particular show, Mr. Bourdain traveled to Catalonia with his friend, Jose Andrés, another well-known chef. The focus of the show was to attend the last meal at the restaurant, *El Bulli*. Since about 1987, this 3-Star Michelin restaurant has been led by head chef Ferran Adrià, acclaimed by many as one of the best chefs in the world.

What's the relevance you say? Well, all three of these people are good examples of someone who has found their true selves. They are living their passions, their dreams. As I have watched Mr. Bourdain's episodes these past few years, I believe his passion is to bring the world of great food to the public. No doubt the show is scripted like many other television reality shows, but in his writing and his comments I see someone who lives his life doing what he wants to do. In this particular episode you can see the same in Mr. Andrés and Mr. Adrià. Mr. Andrés speaks of food and fine dining as an art form that shows the passion he has brought to many customers in his various restaurants.

But the most striking example of my topic is Mr. Adrià. As head chef at *El Bulli*, he has taken the art of cooking to a world class level. According to Wikipedia, Mr. Adrià's stated goal of the restaurant was to “provide unexpected contrasts of flavour, temperature and texture. Nothing is what it seems. The idea is to provoke, surprise and delight the diner.’ As he likes to say, ‘the ideal customer doesn't come to *El Bulli* to eat but to have an experience.’” The restaurant served customers for about six months of the year. Mr. Adrià spent the remaining six months of the year perfecting recipes in his workshop in Barcelona. And, in July of this year, to the sadness of many world gourmets, he closed it! In its place he has created a foundation which will rebuild the space into a center dedicated to culinary creativity. This man has truly found his passion, his own personal *raison d'être*.

I would like to offer another example of someone who I believe is living his passion. He is an alum of our firm. Several of you reading this newsletter know him. His name is John Blumberg. In his own recent newsletter, *The Front Porch*, John describes his own transition from a “firm, position and people (he) loved” to pursue his dream as a professional speaker. If any of you have had the opportunity to see John in this new role, you know he is well on his way toward achieving his dream. John may be the first to argue that he is not there yet, but I think he has made exceptional progress.

I am sure you can identify many more examples of people who are shaping their life toward achieving their dream, their passion. I challenge you to give yourself the gift of dreaming. Take some time out of the hustle and bustle of your daily lives and identify your dream. What does it look like? What does it feel like? Then build your plan to achieve it.

At various stages of our lives, many of us spend our time going through the motions. We take on the next job, or challenge, or career because it is there. Sometimes not because we want to do so, but because we feel we have to do so. I acknowledge that sometimes we must do so; it is our only alternative at the time. I presume Messrs. Bourdain, Andrés, Adrià and Blumberg lived through similar periods in their own lives. But then something happened. They dreamed.

Why not you?

As always, I am eager to hear your thoughts on this subject. I am particularly interested in stories you can share of others you know who are working toward their dream. Please write to me at [Ed@ThinkStraightTalkStraight.com](mailto:Ed@ThinkStraightTalkStraight.com) and share yours.

## Professor Harry G. Frankfurt Was Right

*by Jim Wanserski, Andersen Alumnus, AABC in Atlanta, GA, and Principle with Wanserski and Associates . His most recent roles have included trustee and consulting engagements for the United States Department of Justice. You can catch up on his activities via: [www.wanserskiandassociates.com](http://www.wanserskiandassociates.com).*

One “cute” but influential text I have kept in my briefcase for a number of years was published in 2005 by a Princeton Professor, Harry G. Frankfurt. I cannot tell you how many times I have quoted it, and I wish I was clever enough to have written it.

In the various fraud cases I have uncovered, one consistent observation predominates. Quite clearly, the people who commit fraud will lie, cheat, steal, “book-cook,” obfuscate, story-tell...anything and everything to divert responsibility and accountability. It is truly comical to watch their behavior and to hear their “tales,” and those tales (tall, fractured, or fairy), do not end with the fraud being uncovered either. In my opinion, fraudsters’ stories become even more exaggerated when the perps attempt to convince audiences (after jail time, conversion, contriteness, sympathy, empathy, etc.) that they were, in fact, VERY smart and impactful and important people who had “big jobs,” and, they convinced and fooled everyone. You know, they were the “smartest people in the room,” except, they got caught.

Furthermore, they always have more to say...when they’re not under oath. Oh, and they will also tell you that all they really needed at the time was a mentor, who “woulda/coulda/shoulda” given them “ethical” guidance. And if that would have occurred, then they wouldn’t have done those bad things at all.

That’s just so much “B.S.”

As a matter of fact, that’s the name of Harry’s book: ON BULLS\*\*T.

In the book, one of the things Harry delineates is the difference between a liar and a bulls\*\*\*ter. Let me quote the professor (underscores represent my emphases):

“When an honest man speaks, he says only what he believes to be true; and for the liar, it is correspondingly indispensable that he considers his statements to be false. For the bullshitter, however, all these bets are off: he is neither on the side of the true nor on the side of the false. His eye is not on the facts at all, as the eyes of the honest man and of the liar are, except insofar as they may be pertinent to his interest in getting away with

what he says. He does not care whether the things he says describe reality correctly. He just picks them out, or makes them up, to suit his purposes.” (page 57)

Furthermore, Professor Frankfurt asserts:

“Someone who lies and someone who tells the truth are playing on opposite sides, so to speak, in the same game. Each responds to the facts as he understands them, although the response of the one is guided by the authority of the truth, while the response of the other defies that authority and refuses to meet its demands. The bullshitter ignores these demands altogether. He does not reject the authority of the truth as the liar does, and oppose himself to it. He pays no attention to it at all. By virtue of this, bullshit is a greater enemy of the truth than lies are.” (pages 60-61)

Hmmm, reminds me of some fraudsters I know!

## Career Networking in the 21<sup>st</sup> Century

*By Richard Kirby is an Executive Career Consultant in Atlanta. He guides executives through the current career planning and job search maze. He is the author of Fast Track Your Job Search (and Career!), the 21<sup>st</sup> century replacement for What Color Is Your Parachute? His consulting web site is [www.executive-impact.com](http://www.executive-impact.com) and his book web site is [www.fasttrackyourjobsearch.com](http://www.fasttrackyourjobsearch.com).*

*Are you happy in your job and chosen profession?* A Harris Interactive survey in 2005 found that 33% of respondents said they were at a dead end in their careers. More recently, The Conference Board published a 2009 survey that reported “. . . only 45% of those surveyed say they are satisfied with their jobs . . .”

Whether you are happy or not, becoming a more effective career networker will help your career for years to come by proactively creating new opportunities. Let’s look at a few basic strategies that you can use to increase your value and visibility.

Become a more active one-on-one networker – Don’t be “out of sight and out of mind.” Make a list of your best, most supportive business contacts. Tear yourself away from the office and have breakfast, coffee, or lunch with these people on a periodic basis. Strengthening your network relationships will insure they are readily available to help you when you need them... like the next time you need to change jobs.

Pay it forward – Seek to find ways to help your networking contacts. Ask “How can I help you?” This is such a simple question, but most people fail to ask it or they fail to pursue an answer sincerely. Make deposits into others’ emotional bank accounts and they will be happy for you to request help (withdrawals) when you need them most.

Follow up consistently – I can’t tell you how many people promise to do things and then don’t follow through, but it’s a high percentage. Being consistent in keeping your word

and responding in a timely manner will build trust and rapport with your networking contacts.

Leverage LinkedIn – Update your profile to add missing elements such as your photo, a concise summary, your work history and professional recommendations. Recruiters are scouring LinkedIn daily and, without this information, they may be overlooking you. In addition, make a habit of reviewing people’s profiles before you meet with them so that you can better relate to their background and interests.

Don’t be left behind or overlooked. In today’s hypercompetitive employment market, over 70% of people find their jobs through business networking. Following these four simple principles will crank up your networking and contribute positively toward your long-term income and employment satisfaction.

## **Andersen Alumni Benefits**

### **Lenovo**

Andersen Alumni Association has partnered with Lenovo and throughout, Andersen Alumni members can save an extra 5% on the already sale-priced ThinkPad T520 and E520. Lenovo ThinkPads are built to be tough, with spill-resistant keyboards, roll-cage technology, and shock-mounted hard drives (durability features vary by model).

#### ThinkPad E520 Features

- Intel Core i3-2310M Processor (2.10GHz, 3MB L3)
- Genuine Windows 7 Home Premium 64
- 14.0" W HD (1366x768), VibrantView, Midnight Black

Member Price: \$500.69

Regular Price: \$1,134.00

Use eCoupon USXOCTSAVINGS2011 at checkout. Special runs through October 31.

Additionally, Gifts to inspire. Technology to impress. Enter now for the chance to make your season even brighter with a chance to win \$50,000! Plus instant must-haves are up for grabs like a \$15 gift card, a Lenovo IdeaPad and ThinkPad laptops with 2nd generation Intel Core processors for a visibly smarter PC experience. Offer starts October 17th through January 8th, 2012. Enter today for a chance to win. Think Sweepstakes.

Think Lenovo! <http://www.lenovo.com/andersen>

### **Liberty Mutual**

Andersen Alumni Association has partnered with Liberty Mutual, the nation’s fifth-largest auto and home insurer. Through Liberty Mutual’s Group Savings Plus® program, Andersen alumni may save up to 10 percent on their auto insurance and 5 percent on their home, condo or renters insurance\*. That can be hundreds of dollars back in your pocket.

Plus Liberty Mutual offers their customers who have both auto and home policies an attractive added multi-policy discount.

In addition to discounts, Group Savings Plus® offers Andersen Alumni:

- The freedom to purchase insurance the way you want: through a personal sales representative at more than 400 offices countrywide, a toll-free telesales center, or online.
- Convenient payment by automatic checking account deduction or direct billing to your home
- 24-hour toll-free claims service
- 24-hour emergency roadside assistance
- 24-hour homeowner emergency repair service
- Outstanding customer service from a local office, or from Liberty Mutual's J.D. Powers and Associates-certified call centers.

To find out how much you can save, call 1-800-835-0894.

### **Pure Web Development**

Did you know that 84% of Americans have cell phones? Huge numbers now use mobile phones to get online instead of desktop computers and by 2012 smart phones are set to outpace sales of desktop computers. Currently all major American carriers are providing 3G and in some instances 4G connections at speeds up to 12Mbps.

The way we access the internet is evolving and it is vital that your web presence and the way you present your products/services/information online adjusts with it. Now is a perfect time to get your website into the hands of these new internet users or maybe just enhance it with a custom application for use on the iPhone or Android phones.

Contact us today and find out if your website is mobile ready and what it would take to get it there. Special pricing will be extended to all Andersen Alumni members!

Phone 404-921-0090 or email: [sales@purewebdevelopment.com](mailto:sales@purewebdevelopment.com)

## **Social Media: Association's LinkedIn Group and Facebook Fan Page**

Social Media is a great way for us to stay connected. To request the Association Status added to your LinkedIn Profile click on the following:

<http://www.linkedin.com/e/gis/38306/6E0CB25BC94E>

To "like" our new fan page simply click on the following:

<http://www.facebook.com/pages/Andersen-Alumni/182112725168442>

