

REDEFINING  
THE BEST WAY  
TO DO BUSINESS  
IN THE  
21ST CENTURY



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**With 16 reporting, EAOC members had 813,885,900 in total sales in 2017.**

### **Memory Magic – Little Things Mean a Lot**

When we speak of “memory,” most people think of the effort to recall facts, dates or names learned in the past. In fact, memory is a three-stage process.

*Gathering and absorbing new information.* This is where most memory failures occur. We get distracted or preoccupied and fail to capture the data on the front end. The information simply vanishes on the spot.

*Customizing and organizing our experience.* By using a variety of techniques, we make the data personally meaningful and allow our brains to absorb it.

*Recalling the information.* With most data, this ability requires effort and can be improved through practice.

#### **Gathering Information**

To improve your memory, you must pay attention – which is not as easy as it sounds. *Key:* Focus on your weaknesses, and commit yourself to greater effort in these areas. *Example:* If you can't remember faces, increase your concentration when you first meet a person. *Tell yourself:* I've got to get this face, study the eyes, follow the mouth, and sculpt the nose in my mind.

TO SUCCEED IN  
BUSINESS IT'S NOT

**WHAT**

YOU KNOW BUT

**WHO**

YOU KNOW THAT

COUNTS MOST!

#### **SCHEDULE**

**August 15th**

**Gary Gregg**

**Creating With Glass**

**August 22nd**

**Mini Talks**

#### **GREETERS AUGUST 15TH**

**Kelly DeWindt**

**Speedpro Imaging**

**Terry Voll**

**Terry's Custom Auto Glass**

**Phil Kints**

**Kintz Cabinets**

Control your mental chatter – the running commentary inside your head about your plans, expectations and anxieties. To improve attention, attend less to the inner voice and more to the outside world.

Decide what *is* important. We're bombarded by information, much of which does not have to be preserved. *Use these criteria:* Will this be difficult to find again? Will I need to know it later? Can I be hurt by not knowing it? Will I want to share it?

Albert Einstein decided not to memorize his own telephone number, since he knew where he could look it up when he needed it.

Help your sensory receptors – your eyes and ears. Avoid interruptions and distractions, which hurt concentration. *Examples:* If you're having trouble with your reading, move to a quieter room. Leave the phone off the hook during important conversations. Get rid of visual clutter.

Limit your activity. If you're overextended you may exceed your ability to remember things. Complete the activities you start in order to avoid an attention hangover.

### **Customizing Information**

Important events, colorful people, etc., are easier to remember. But since most of life is more normal and mundane, we must create a distinctiveness to remember things:

**Word abbreviations or acronyms** reduce memory load by using the first letters of a series of words. *Example:* Many people remember the five great lakes with HOMES (Huron, Ontario, Michigan, Erie and Superior).

**Rhymes or phrases** as in the classic, *Thirty days hath September...* You can make up your own rhyme to help remember a name or fact. Bad verse works just as well as good.

When you hear a new name, write it down. When you read a new word, say it aloud.

### **Practicing Recall of Information**

To anchor information in your long-term memory, review it repeatedly. *Example:* Review a new name within 30 minutes of learning

it... upon parting...an hour or two later...the next day...several days later. These repetitions are like memory test-drives. If the name comes back to mind quickly, it will probably be well-retained. If it comes slowly, you may lose it later unless you use a memory aid.

Schedule a daily reflection period to review names, events and other information gathered earlier that day. Connect it with a regular day-ending activity, like setting your alarm clock.

Warm up your brain before serious recall tasks. Rehearse with someone. When you repeat information to others, you reinforce it in your mind.

## **MEMBERSHIP**

The following firms have been proposed for membership in EAOC.

## **FIRST PRINTING**

### **A1 Tonertech**

714-998-4211

1918 Faulkner Dr., Placentia, CA 92870

Classification: Toner, Copier Sales & Service

Representative: Steve Wagner

Proposed by Christopher Staples

## **SECOND PRINTING**

### **Sadler Roofer, Inc**

949-675-5095

2369 N. Batavia St., Orange, CA

Class: Commercial Roofing

Representative: Greg Peterson

Proposed by Randy Smith

### **Strifler Associates, Creative Marketing**

#### **Design**

714-376-9183

2631 W. Juniper St., No1, Santa Ana, CA 92704

Class: Graphic Designer

Representative: Jerry Strifler

Proposed by Lee Pooler

### **Risk Strategies Company**

949-596-7053

2040 Main St., Suite 450, Irvine, CA 92614

Class: Personal Lines Insurance

Representative: Mandy Wright

Proposed by Nick Kirkland