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We are Thankful of our Readers and Community

LATE FEBRUARY ISSUE 2018

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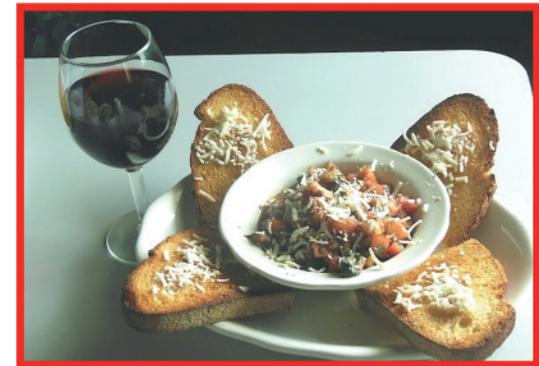
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COVER STORY

FreeFall Story
By Shane Cunningham

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COME 'JUMP IN' TO *FREEFALL!*

The speed at which I witness this particular group of 30 or so thrilled adolescents come running into the trampoline park is astonishing. It is a Tuesday night and make no mistake about it - these kids are ready and eager to explore all the park has to offer. Understandingly so, considering the size of the place. With 109 trampolines, FreeFall is "by far, the biggest trampoline park within hours," I'm told by the kind, fun-loving owner Mike Badway. As I'm shown around the park, I'm wondering what I have been missing out on all these years! This park accommodates all ages and is full of vibrant, excited personalities.

When I say all ages, I mean all ages. When I come to the realization that I could enjoy my time here, as well as the children, I ask Mike to confirm this epiphany. "Oh yeah! We have age ranges from [those who just started] walking to grandparents jumping in there." Yes, grandparents are jumping too. How about that! This place is intended to be a family affair - and that it is. The parents of the children kick back on benches and massage chairs, socializing and smiling with each other, as their children line up in the dodgeball court, awaiting the declaration that the next game has begun.

In my semi-short yet extremely insightful interview with Mike, I realize the depth and value of this place. "We offer Special Needs nights on the 1st and 3rd Tuesday of every month," Mike begins. "We shut down the park just for families of children with special needs [from 4pm-6pm]." This is only one of the special accommodations the park offers. To keep things fun and exciting, they offer all types of different nights.

For instance, if you are a college or high school student who wants to try the mechanical bull (yes, they have one) or dunk on a 10-inch rim while bouncing on a trampoline, your discount is Thursday night. If you want to bring your entire group of family and friends and try knocking your competitive brother off the gymnastics-esque high beam, your discount is Monday night. Who doesn't love themed nights and the excitement of a clean, friendly environment suitable to all ages?

I ask this question, yet need no real confirmation, as it is already something set in stone. The business won the 2017 "Birthday Place of the Year" in the well-known Lehigh Valley Style magazine. It was recognized by Lehigh Valley - Live, Learn, Play as a "fun, safe environment for children with special needs," and is flocked by regulars and newcomers on a daily basis.

"Parents love bringing their children here because they get off their phone for an hour or two hours and don't realize they're getting exercise in. They don't realize they're getting this exercise and they're coming off the trampolines huffing for air and can't breathe," Mike informs me with a laugh. And let me tell you, the place is clean. It's one of those big, inviting warehouse-type buildings with Top 40 radio echoing off the walls and a pristine, almost glistening appeal. The cushioning of the trampolines backed by the high lighting and openness can bring any adult back to the innocent, fun feeling of childhood. And what a foundational place for a child who may one day look back at these days as the core of their hopeful nostalgia.

In regards to their birthday recognition, you get 11 kids (including your birthday child who is free!), a "guest host" (a staff member who will set up the birthday room, make the party experience as easy as possible, etc.), along with a private dodgeball game, a birthday gift and more! Just bring your desired food for the group and the rest is taken care of.

You can also book this place out over night for your kid's birthday (or any occasion, really), with a 'Slumber Party,' which is a big draw. "Honestly, every Slumber Party we ever hosted, nobody has ever slept," Mike quips as the two of us start to laugh. From 11pm-7am, the place is yours and only yours, as these are strictly private events. Just make sure that if you are desiring a birthday event at this location to book it 3-4 weeks in advance, considering the popularity FreeFall experiences.



So, what are you waiting for? It's time to 'jump in' to FreeFall! Whether you have a family of your own, or want to bring your best friends in for a game of dodgeball, FreeFall is awaiting you with a smile.

To find out more, please visit www.freefalltrampolinepark.com or stop in today at 2800 Baglyos Cir, Bethlehem, PA 18020. You will not regret it!

By Shane Cunningham

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TAX CUTS & JOBS ACT

As the dust settles on the tax reform bill signed into law on December 22, 2017, there are a number of new provisions small business owners need to incorporate into their 2018 tax planning. A few deductions have been removed and new ones added. One of those shiny new items is the 20% deduction of qualified business income (QBI). This deduction is aimed at giving business owners an incentive to hire new workers. Who can deduct how much depends on the type of business you have, the assets in the business, your business income, your total income and the wages you pay. You might have guessed that the formula for this is quite complex. Which politician was touting you could file your taxes on a postcard?

The 20% QBI deduction only applies to passthrough entities such as proprietorships, partnerships and S corporations. For owners of passthrough personal service companies, including accountants, attorneys, financial advisors, realtors and medical services to name a few, this deduction applies if your total income is less than \$315,000, assuming you file jointly with a spouse. All other filers are capped at \$157,500 of total income. If you exceed those thresholds as a personal service business owner your 20% QBI deduction is zero.

If your business is not a personal service entity, the principal limits (there are other details, of course) on the QBI deduction are 20% of your passthrough income or 50% of your payroll. For example, take a manufacturing company with \$3 million in revenue, \$2.3 million in expenses and an owner's salary of \$200,000, net income of \$500,000. Let's consider they paid \$800,000 in payroll expenses, the deduction is 20% of \$500,000 and limited to 50% of total payroll, in this case the deduction would be \$100,000 and no greater than \$400,000.

C corporations will benefit from the corporate income tax rate reduction to a flat 21%, down from a high of 35%, or up from a low of 15% if profit was less than \$50,000. Many large corporations have already started giving out bonuses to employees as a way of passing on the tax savings. With all the good news there were a few deductions that have been eliminated with the passage. Business will no longer have the domestic production deduction, so manufacturers will feel the most pain with

this change. In addition, the Act limits the amount of prior year Net Operating Losses (NOLs) that companies can deduct in a single year. In 2018 and beyond, the NOL deduction can be no more than 80% of taxable income and new NOLs cannot be carried back at all, compared with the prior law two-year carryback. While the carryback rule has been removed, companies can carry the loss forward indefinitely. These are just a few of the changes and we are learning more and more details each day. Many of the regulations in this Act have not yet been written. It will be imperative for business owners to work closely with their tax teams and plan how best to take advantage of the new law to help their businesses prosper.

By Kristofer M DePaolo, CPA

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Freedom's Underdog Tale In EPC Playoffs Falls Short



The Philadelphia Eagles underdog tale to their Super Bowl championship is clearly inspiring plenty of people to achieve great things. This mindset helped the Freedom Lady Patriots win in their Eastern Pennsylvania Conference first-round playoff game against Easton on their court on February 12. For the Easton Red Rovers, it was their first loss since December 22, an 18-game winning streak. After the game, Freedom coach Dean Reiman told lehighvalleylive.com that his team takes inspiration from the Super Bowl LII champion Philadelphia Eagles and their underdog story. It's hard to argue with those results as Freedom already has a win against Bethlehem Catholic under their belt, and now to beat a previous unbeaten team for nearly two months has certainly affirmed their own personal tale.

From there, the Lady Pates scored a date with the Allentown Central Catholic Vikettes on Valentine's Day. Could Freedom continue their impressive run and get into the EPC championship game? The Patriots had a good game plan going early in the game. Don't let Allentown Central Catholic anywhere near the basket. Freedom would play a tough press defense to force the Vikettes outside the perimeter. In the early goings it was working as Freedom would only find themselves in a three-point deficit, trailing 6-9. The chances were certainly there for the Lady Pates, but they would need to capitalize on every chance they would get. It's a whole new type of season in the playoffs.

In the second quarter, the Allentown Central Catholic Vikettes would start to get going. They ditched the idea of trying to drive down towards the basket and just let the three pointers fly. The Vikettes would start to pull away very quickly, finishing the half with four three pointers as the Lady Pates, who were only down three at the end of the first, now found themselves down 12 points seemingly in the blink of an eye. The Vikettes took the 26-14 lead into the locker room. The game was starting to get out of hand quickly for Freedom. Every good underdog story has

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its share of adversity, though. All of the unexpected moments and wins for this team have led them to this point, so it's not out of the question that they wouldn't be able to do it again.

It seems as though the Lady Pates just couldn't get any sort of offensive momentum together in the second half as the miscues that plagued them in the second quarter would continue for the rest of the game. While the third quarter was pretty messy for both teams, especially for the Vikettes as they only scored six points all quarter, Freedom would not capitalize as they were still playing down. Late in the game, Freedom would try to foul to regain possession of the ball, but it was too little too late as the Allentown Central Catholic Vikettes would win the game and move on to the EPC championship game by a score of 49-32.

The Vikettes' Jess Davis would lead her team in scoring with 18 points in a solid day by Allentown Central Catholic having spread the ball around quite effectively. For Freedom, Hailey Silfies had a fantastic performance scoring 22 points, 16 points more than the next highest scorer (Kyra Jefferson with six points). Allentown Central Catholic would fall to the defending state champion Bethlehem Catholic Lady Hawks in a thrilling 40-37 game for the EPC championship on February 16.

By Christian Jackson

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MAKING WAVES



Freedom Swimming Concludes First Season with New Coach

On Thursday February 15, the Freedom Boys and Girls swimming and diving teams wrapped up their 2017-18 season with a meet against their rivals, both on land and in water, the Liberty Hurricanes. Both the boys and the girls would come up short by the scores of 78-99 and 70-105 respectively. Before the season had begun, former USA Swimming coach Will Berisha took over the Freedom Boys and Girls swim team, much to the delight of his new swimmers, whom said previously that they admired his energy and positive attitude. A good amount of his swimmers he had previously worked with or had known of prior to taking the job as well.

Now that the regular season is over, those who have qualified for or were bidded into the District XI championship meet will now set their sights on getting ready to go, as the meet is scheduled for March 2-3 to see who will go onto the PIAA State Championships at Bucknell University March 14-15. Best of luck to everyone competing on behalf of the Township Observer team.

Results: Liberty vs. Freedom, Thursday February 15, 2018

Girls 200 Yard Medley Relay

1. Liberty (Lehr, Richardson, Krotzer, Mack) 1:58.29
2. Liberty 2:05.43
3. Freedom 2:05.66

Boys 200 Yard Medley Relay

1. Liberty (Evert, Chambers, Mohammed, Smith) 1:45.27
2. Freedom 1:47.91
3. Liberty 1:55.77

Girls 200 Yard Freestyle

1. Theresa Cazarrubias (Liberty) 2:14.89
2. Emily Justice (Freedom) 2:26.61
3. Katherine Luther (Liberty) 2:34.55

Boys 200 Yard Freestyle

1. Liberty: Jake Evert 1:57.01*
2. Freedom: Danny Connell 1:58.12*
3. Liberty: Omar Mohammed 2:02.41

Girls 200 Yard Individual Medley

1. Freedom: Abby Burnette 2:25.18*
2. Liberty: Maddy Drager 2:28.33*
3. Freedom: Sage Hillier 2:28.66

Boys 200 Yard Individual Medley

1. Freedom: Al Bell 2:01.97*
2. Liberty: Christopher Chambers 2:10.27*
3. Freedom: Colin Burnette 2:11.70*

Girls 50 Yard Freestyle

1. Liberty: Kendra Smith 26.54*
2. Liberty: Sabrina Krotzer 27.16
3. Liberty: Emma Reilly 29.03

Boys 50 Yard Freestyle

1. Liberty: Jase Smith 23.45*
2. Liberty: Dylan Zukawski 24.44
3. Freedom: Shawn Higgins 26.33

Girls 1m Diving (6 dives)

1. Freedom: Fallon Tatlow 214.16
2. Freedom: Sarah Gill 197.90
3. Liberty: Cara Kyukens 180.35

Boys 1m Diving (6 dives)

1. Liberty: Kellen Rogers 182.00
2. Liberty: Sergio Alvarez 130.20

Girls 100 Yard Butterfly

1. Liberty: Samantha Taylor 1:03.25*
2. Liberty: Sabrina Krotzer 1:04.30*
3. Liberty: Talia Lehr 1:08.90*

Boys 100 Yard Butterfly

1. Freedom: Al Bell 56.55*
2. Liberty: Omar Mohammed 1:00.75
3. Freedom: Grayden Hogan 1:01.19

Girls 100 Yard Freestyle

1. Liberty: Kendra Smith 58.49*
2. Liberty: Kay Wetmore 59.16
3. Liberty: Greta Stuckey 1:00.43

Boys 100 Yard Freestyle

1. Liberty: Jake Evert 47.15*
2. Liberty: Jase Smith 53.22*
3. Freedom: Dominic Fresoli 54.28

Girls 500 Yard Freestyle

1. Liberty: Theresa Cazarrubias 6:03.80
2. Freedom: Sage Hillier 6:06.13
3. Freedom: Emily Justice 6:34.08

Boys 500 Yard Freestyle

1. Liberty: Christopher Chambers 5:18.29*
2. Freedom: Danny Connell 5:20.80*

3. Freedom: Spencer Smith 5:28.83*

Girls 200 Yard Freestyle Relay

1. Liberty (Taylor, Krotzer, Stuckey, Smith) 1:46.43
2. Liberty 1:55.45
3. Freedom 2:04.72

Boys 200 Yard Freestyle Relay

1. Liberty (Mohammed, Chambers, Smith, Evert) 1:33.73
2. Freedom 1:38.64
3. Liberty 1:41.30

Girls 100 Yard Backstroke

1. Liberty: Anna Lehr 1:04.93*
2. Liberty: Maddy Drager 1:11.57
3. Freedom: Linda Mao 1:14.83

Boys 100 Yard Backstroke

1. Freedom: Colin Burnette 57.93*
2. Freedom: Dominic Fresoli 1:04.79
3. Liberty: Trevor Lenig 1:04.93

Girls 100 Yard Breaststroke

1. Freedom: Abby Burnette 1:13.20*
2. Freedom: Hallie Smith 1:22.15

Boys 100 Yard Breaststroke

1. Liberty: Dylan Zukawski 1:08.46
2. Liberty: Andrew Layne 1:08.99
3. Freedom: Grayden Hogan 1:10.69

Girls 400 Yard Freestyle Relay

1. Freedom (Burnette, Hillier, Smith, Mao) 4:23.29
2. Freedom 5:04.03

Boys 400 Yard Freestyle Relay

1. Freedom (Burnette, Smith, Connell, Bell) 3:34.22
2. Freedom 4:00.31

*= District XI Championship meet qualifying time

By Christian Jackson

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BE CAREFUL WHAT YOU



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Facebook asks me every morning "What's on your mind Brian?"

If I were to share everything, without the filter, I would be engaged in a day long typing battle and probably be in a lot of unwanted trouble, sure to aggravate more than a few. I'd also be letting people into my inner circle that I may not want. That and I would never get any work done! For sharing your thoughts and opinions is dangerous nowadays. Not all are going to agree with you or see your point of view, and at times civility in responses is lost. You also will be judged by people who haven't the slightest clue of who you are and what battles you're facing.

People are often ostracized, demeaned, un-friended, shamed all for sharing what was on their mind. Maybe it's the fear of the PC world that has gotten to most, but in the end, I simply believe that sharing it all is neither smart nor worth it. Save it for the bar, the dinner table, the golf course, and share it with those who not only understand you but care for you. Keep the personal stuff with the persons who you trust, not those who are on your "friends" list.

Contrary to popular belief, It is indeed possible to have a difference of opinion while exhibiting kindness and compassion, but like most things in life, you must be aware of the time, the place and the audience around you. If you don't it's merely an exercise in futility. It's easier said than done, but the old adages are true: He, who angers you, controls you. And sharing too much will get you into trouble one way or another.

As for sharing the personal stuff, social media has given us the platforms to stay connected to our friends and family, share our accomplishments and sorrows. Our pictures, our vacations, share a few jokes, even lift a few people up. But the double edge sword is a sharp one. Sharing too much of personal information and opinions expands the circle to a size often unmanageable. There are the keyboard cowboys and warriors hiding behind their monitors, quick to judge, and lethal in their words. After all, it's just so easy to scream and shout, and put people down when you don't have to answer to that person face to face. It's just too easy to type away and hurl those cruelties without thinking of their impact on people's hearts and minds.

Social media has gotten people wrapped up in what other people are doing *instead of concentrating on what they are doing*. The internet has increased the speed of change and I think it's seriously damaging the mental state of many. We've become reactionary and desensitized, even lost at times. Wrapped up in chats and staring into our screens. We're communicating through space, commenting here and there.

Did you ever notice that all of the sudden, everybody is now an authority on everything? If you haven't, trust me, they will tell you. We all know it: there's too much time spent on our phones and on our PC's. Sadly, it has become the social norm and it's quickly taking over our lives. We're all guilty of it. We also know that it's all become an enormous distraction with dangerous consequences in everything that we do. It takes us away from the people who we hold close, it takes our eyes off the road, and at times, it removes us from the basic human principles; including having respect for one another.

In the speed of today's world, and instant news cycles, immediate reactions without careful thought is all too prevalent. A quick tongue is dangerous, fast keystrokes the same. Words hurt, and we must choose them wisely. At least taste them a little while before they come out of our mouths and perhaps think about them before they appear on our timeline. Once you hit the send button, you own them. A friend of mine once told me: If you want to share something, share some kindness, a complement or your time for a friend. And the best part is you won't even have to log on to do so.

"In the age of technology there is constant access to vast amounts of information. The basket overflows; people get overwhelmed; the eye of the storm is not so much what goes on in the world, it is the confusion of how to think, feel, digest, and react to what goes on."
— Criss Jami, Venus in Arms

By Brian Startare
@Brianstartare

Brian Startare is a former sports talk host at 94WIP in Philadelphia. The co-author of *This Day in Philadelphia Sports* and is the Public Address Announcer for Saint Joseph's University Men's Basketball team.

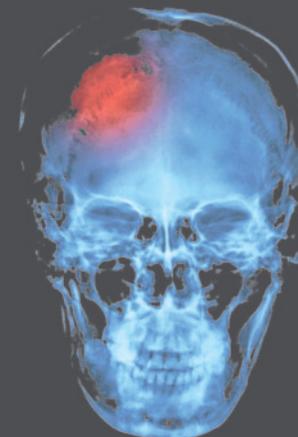
CONCUSSION

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Darkest Hour Brightest Life

This weekend, I watched the movie, Darkest Hour, for the third time. It's the actual and inspiring recount of Winston Churchill's most turbulent and defining trials: negotiate a peace treaty with Nazi Germany, or stand firm to fight for the ideals, liberty, and freedom of a nation. Churchill's always been a hero of mine, as is any leader forged in the fires of a crucible. But there was something more than just operating past the detractors that caused me to hang on every single word of this masterpiece.

Churchill, like most of us, had failures that haunted him, ones that his colleagues would not let him soon forget. Indeed when the movie opens with Chamberlain's resignation, Churchill is begrudgingly given the position because no one else wants it. For any of you who have stepped into a failing organization because no one from the inside will lead, you understand. Even with the Nazi's rolling across Germany at blitzkrieg speed, Churchill was handicapped with an unprepared public, a skeptical king, and his own party plotting against him.

And they almost defeated him. There was a scene in the movie where Churchill yielded to the destructive doubt the king and his party were putting on him. Churchill possessed self-efficacy, the fundamental tenet of transformational leadership, yet he almost gave up the ghost. When King George VI comes to his house. Churchill is disheveled from a lack of sleep, demoralized by a lack of support, and fighting his own inner demons.

And then the tipping point happens. After considering the very unfavorable option of ruling in exile from Canada, the King has a change of heart and mind and gives the Prime Minister his full support. Churchill is reborn because he now has another who will support his behavior. He then goes to the people while riding the Underground and gets their informed input. They also lend their full support. He next addresses his inner chamber and finally Parliament, who also both give their support. Although the battle is just beginning, Churchill "mobilized the English language to go into battle." One of the sources of self-efficacy is verbal persuasion. Churchill moved the nation to action by giving words of hope. But he could only do so after words of hope were given to him.

It finally dawned on me why I am in love with this film. I, too, possess a high degree of self-efficacy.

Self-efficacy is your belief that when given a task to complete you can accomplish the goal. However, I had to look back at my own professional path and realize that even though I knew I could meet the challenge, I had resigned and gone to another position because I knew the establishment was less than enthusiastic in their support of me. It finally became clear. I didn't have my King George VI throwing in his favor. I didn't have the collaborative assistance of my peers. And when this happens, the leader has to make the tough call that even though they could accomplish the goal, the lack of supportive relationships will prevent them from doing so.

So let this movie be a lesson to us who have emerging leaders with a high sense of self-efficacy. We must do everything in our power to support them once we have put them in the position. "V" is for victory, not vilify. To not cheer for their success is to cut off our nose to spite our face. And for those leaders who feel like they are the lone wolf desperately trying to lead from the second chair and push a rope, unless you find someone in your corner, no amount of self-efficacy is going to get you there. You cannot do it alone. As Peter Drucker so famously said, "Talent cannot overcome dysfunction."

Let this be a lesson for all of us. And may we not stand in the way of our transformational leaders when they need us the most.

By Tracey C. Jones

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You Can Make A Difference Now

On March 20, 1974 Princess Anne of England and her husband Captain Mark Phillips were returning by limousine to Buckingham Palace. The Princess and her husband were guarded by the A Division of the Royal Protection Squad of Scotland Yard. Inspector James Beaton had been assigned to personally protect the Princess and was riding in the front seat. Suddenly a black Ford Escort passed the royal limousine, swerved in front and stopped, blocking the larger vehicle. Ian Ball, a disgruntled, out of work, laborer got out. He had a gun. Ball had called the palace the day before and received the Princess's schedule from an unsuspecting secretary. He then used the schedule to organize a plan to kidnap the princess and hold her for a 3-million-pound ransom. Inspector Beaton jumped out of the car to confront Ball. Ball immediately shot him in the shoulder. Beaton pulled his Walther-PPK (the same weapon used by the fictional James Bond) from a shoulder holster and fired back but missed. When he tried again his gun jammed. When Ball moved toward the car the inspector put himself in the way to shield the Princess and Ball shot him twice more, in the hand and the abdomen. With Beaton down, the limo driver leaped from the car to intervene and was shot by Ball. A passing

journalist stopped to look, and the assailant shot him in the chest. Ball then opened the door and began to drag the Princess from the vehicle.

At this point, a police constable who heard the gunfire, ran to the scene. Ball turned and shot him as well but not before the constable had called for police back-up. At this moment everything changed with the arrival of a complete stranger. Ron Russell, a 6 ft. 4 in., former boxer was driving home from work. He saw the policeman go down and the bodies scattered over the sidewalk and decided to do something. He later remembered thinking as the policeman was blown back that that was not right, and someone had to stop what was happening. As Ron approached the limo, Ball was trying to pull the princess from the car and she was fighting back. Her husband was stuck behind her in the seat.

Russell circled to the opposite open door and was heard to yell, "Come this way Anne, you'll be safe, Now I'm gonna take you out of here and we're gonna walk away and he's going to have to get through me to get to you!" Anne's husband then pulled Anne back in and pushed her toward Russell and the other open door so she could escape. Ball ran around the car and tried to force Anne away from the retired boxer. When Russell came between Ball and the Princess, Ball raised the gun but before he could fire Russell knocked him out with a powerful

blow to the chin. The crisis was over. Thankfully all the men who were shot recovered. Ball was convicted of attempted murder and kidnapping, found legally insane and was sent to a mental health hospital where he remains to this day.

Ron Russell, the brave driver and the policemen all received high civilian medals personally presented to them by the Queen of England. But the biggest hero of the day was the retired boxer, Ron Russell. The other men were doing jobs for which they had been hired and paid. They were honorable and cared for the princess but were finally just doing their duty. Ron Russell could have kept driving but chose to risk his life (he could see the wounded men on the ground) to save the Princess and her husband.

He chose to make a difference and saved everyone's lives.

What about you? Where do you need to make a difference? For your family. For America. For God's kingdom. God can do miracles through one person who trusts Him and takes a stand. Even when that stand is difficult and unpopular. The prophet Elijah stood against the corrupt authorities of his time and made a difference. David, a teenager, fought the giant Goliath and made a difference. Daniel refused to compromise

Gods' principles, faced vicious lions, lived and made a difference. What difference can you make today?

The Bible says in Ezekiel 22:30, "I [God] looked for a man among them who would build up the wall and stand before me in the gap on behalf of the land so I would not have to destroy it..."

Be that man and be that woman and make a difference today.

By Ron Ball

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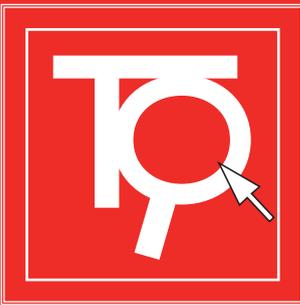
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The Effect of Your Affect Do Emotions Get Transferred?

Growing up, I heard the term *PMA*, or Positive Mental Attitude, repeatedly. Before you dismiss the term as a fad for personal development junkies, you should know that scholars also have a term for this; PA or Positive Affect. Negative Affect is stinkin' thinkin' or like my father, Charlie "Tremendous" Jones, used to call it, "Thumb sucking." No surprise that the acronym for Negative Affect is NA, which made me laugh out loud. Therefore, if someone presents a bad attitude you can declare, "Your NA is N/A!"

With Valentine's Day upon us, coupled with the daily reminders I receive from those who loved my father, I decided it was time to unpack the essence of tremendousness so that we can engage in changing the world today as he did. What made my father so great? He wasn't the biggest name speaker or the brightest. He didn't build an international company or publish academic papers.

Almost ten years after his earthly departure, I find myself just beginning to unpack the legacy he left behind. As his daughter, I experienced first-hand the presence and power of Mr. Tremendous. In my role running his legacy company, I see and live amongst the remnants of it every single day. But the question remains, was what made him so unusual and one off that it was limited to a single individual, never be recreated? Was the tremendous mold broken after my father was born?

The answer is 'no'; we can create the same intimacy, passion, and commitment my father did. Granted, he was naturally gifted with an extroverted and empathetic personality and allowed the power of the Holy Spirit to burn so bright that it brought others to him as well as him to others, but the research says we can control our state of emotions and how we present to others.

My father had a difficult upbringing; one so bad he only disclosed the details to me two days before he left this earth. For a man who had left his past so far behind, it was clear he still bore the scars of abandonment and abuse. Yet that is

not where he chose to operate from. Rather, when you met him he immediately initiated a role whereby you felt you were part of the "in group"; you were a somebody that matters, and he was thrilled to have finally met you. So how did my father build a legacy that is still in full force today where he changed someone's life in the first twenty seconds? He did it by simply *engaging every encounter*. CEO or wait staff, when you entered his gaze, arms reach, or even the melodious sound of his voice, he made you feel like you were the only person in the room. His caring focus initiated an *emotional convergence*, a term researchers say is critical to leadership.

He also had a physical connection with the men where he'd pull them in for a hug ("Don't try and fight it" he'd say, "I don't like this any more than you do!") and for the ladies, he'd ask for their hand and kiss it. How desperate we are to have these intensely authentic encounters that alter our way of being for the rest of our lives. You've heard the quote, "Attitudes are contagious. Make sure yours is worth catching." Again, this is backed in research. We are all emotional contagions. As individuals, we catch each other's emotions; they spread quickly and can upend the best strategy or elevate the most hopeless situation. Affective empathy yields high emotional contagion which is at the essence of ability to place oneself in another's shoes. It is a critical part of the human exchange.

We need to teach more empathy; we need to explain more affect, we need to understand how mutual entrainment of positive emotions is required for developing high-quality relationships. Because without it, we're all just going through the motions, getting out only what we put in and waiting for the day we never have to work or interact with our co-workers again. This Valentine's Day, I hope you see how the emotional expressions of a leader are essential to their effectiveness. First impressions inform the future relationship between you and the other person; so, make sure they're tremendous. This will



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set the stage as an anchoring event for all future exchanges. This linkage of positive emotions is required for developing high-quality relationships in work and in play.

I witness this first hand every single day when I get an email, a phone call, Facebook post, a reply to my blog, or a letter from someone who tells me how my father met them with such intense empathy and love they never forgot. It altered their state of being 20, 30, 40, 50, 60, even 70 years later. It literally blows my mind and simultaneously brings me to tears every single time. May we all share our affect in such a way that it has a tremendous effect. Thank you all for being a part of the viral contagion that is changing the world one book and one hug at a time!

By Tracey C. Jones



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Yes, You Can!

Amy and I had just returned from our first trip to England. We had enjoyed a whirlwind tour of London where I had spoken at a conference. We were dazzled by everything we experienced. We visited the Tower of London, walked in Hyde Park, shopped in Harrod's Department Store, took a crazy ride in a London taxi and ate fresh fish and chips on a windy street corner.

When we arrived home, we were happy and exhausted. The flights through New York to Kentucky took almost a full day to complete. We unpacked and fell into bed, thankful for the chance to sleep.

At 2 AM my phone rang. I shook off drowsiness and heard the voice of the major business leader who had made our England trip possible. I had just begun to work with this remarkable individual who was just beginning to open a new world of opportunity for us. He had provided the contact that led to my invitation to speak in London and had recently arranged for me to speak at several large conventions.

He quickly explained that he needed me to help with an urgent project. He asked if I could be in Greenville, South Carolina that morning at 9 O'clock.

I was numb with fatigue and asked if I could call him back in ten minutes. He agreed. Amy was now awake and I explained the situation. My first inclination was to say no.

I was worn out, had no clean business clothes ready and no ticket to South Carolina. I, at first, did not think it was possible to do the new trip. But then I thought of the amazing doors this man had already opened for me.

I thought of the trust he had given me. I thought of the fact that he must have been in real need to call me so late. I prayed for God's guidance, discussed the situation with Amy and decided to go.

I called him back and said I would do all I could to be in Greenville that morning. He said I would have a ticket waiting at the airline counter. We lived in the mountains of Eastern Kentucky, over two hours from the airport. It was already 3 AM and the flight left at 7. I dressed and left without a bag because there was no time to pack.

I barely made the flight and arrived in Greenville at 8:30 AM. A car and driver were waiting. I was taken to a Federal building and told to wait. In a few minutes my friend appeared and explained the situation. My first day stretched into five. I still had no extra clothes and no hotel. My friend provided money for both.

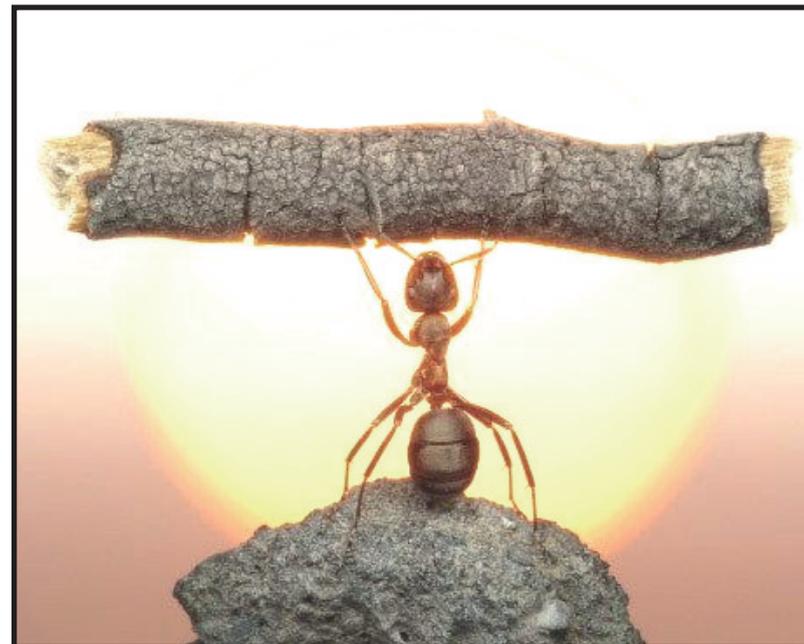
The project was a huge success. At the end of the week, as I prepared to return home, my friend met me and said that he would never forget what I had done. I never told him about the difficulties connected to the trip. I never told him that I started so tired that I almost didn't come. I just thanked him for the opportunity to help him in a time of need.

Over the next several years this man opened even bigger doors for me. I was eventually able to give God's message to over 8 million people in conventions he arranged for me. If you can rise to the challenge and seize opportunities people will notice.

The great prizes and rewards of life often belong to those who refuse to accept defeat. When you say "yes, I can!", it sets you apart.

Even when you think you can't, prove that you can. You will belong to a very special group of men and women who surprise the world by their accomplishments.

God is looking for people who will believe Him and allow Him to do great things through their lives. Yes, you can be one of those people! The Bible says in Philippians 4: 13, "I can do all things through Christ who strengthens me."



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By Ron Ball



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company has been successfully serving Lehigh Valley homeowners and businesses for nearly nine decades and is now in its fourth generation of Deiter family ownership and operation—a rare feat in an industry increasingly dominated by larger corporations.

“My grandfather and his brothers were the original Deiter brothers,” recounts Jim Deiter. “They started delivering ice in Bethlehem and earned the trust of local families and business. They added coal delivery shortly thereafter and later heating oil. We’ve added a lot in our heating oil, and heating and air conditioning services, by keeping up with market trends and technologies.

We expanded into propane delivery less than a decade ago and have grown to become one of the region’s favored suppliers in that sector. Our products and services have changed, but that original focus on earning customer trust through performance has been constant. It’s that promise of performance that people have learned they will get when they call Deiter Bros.”

“We’ve built our family business by delivering real value and responsive customer service for more than 89 years,” says Jim Deiter, vice president Deiter Bros. Heating Cooling Energy in Bethlehem. “But we also deliver value-added extras that few others offer their customers.”

Judging by Deiter Bros. track record, they know a thing or two about winning consumer trust. Founded in 1929, the

So what are some of the “extras” unique to Deiter Bros.? “Our Rewards Program is very popular,” he points out. “Customers earn points with every purchase.

They can then redeem points to reduce the cost of future purchases. And they can track the progressive growth of their Rewards on our website,” Deiter says, adding that Deiter Bros. Rewards points are earned with every purchase



of propane, heating oil, service or equipment. “You can even earn points for referring new customers.”

Deiter Bros. is also the only propane and heating oil provider offering Paygo, a deferred payment program which lets customers pay for their fuel after they use it, rather than when it is delivered. “It’s how folks pay their electric or water bill, so why not with propane or heating oil?” says Deiter. “Customers also like Paygo because it allows them to hold onto their money longer and it doesn’t cost a penny to join the program.”

He points out that innovative extras like these and other programs are great for bringing first-time customers through the Deiter door, but it is the service that keeps them as long-term relationships. “Being a family business, we offer a level of personalized care that the big propane and oil providers do not. Many of our customers have been with us for 20, 30 years or more. We look out for our customers and they have learned they can trust us to take care of their families through even the coldest winters or hottest summers,” Deiter says, adding with a smile “And that level of trust is probably the best value-added extra of them all.”

FOR MORE FACTS, contact Deiter Bros. in Bethlehem at 610-868-8566 or visit www.dbrothers.com.

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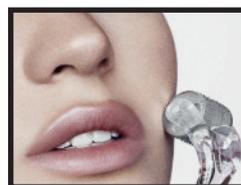
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