

## SELLING POINTS

On October 11th, Connie will offer Integrity Selling® sales training to small business owners, professionals and sales teams. Normally available only to larger businesses, the comprehensive 9-week seminar will help you:

- Build your confidence.
- Understand why people buy.
- Become a better closer.
- Learn to resolve objections.
- Increase your cash flow.

The full-day of training and 8 1 1/2-hour weekly follow-up sessions provide the reinforcement and coaching necessary to really learn and apply the proven steps of the AID, INC® system.

Reserve your space now by calling Connie at (512) 346-7270. It's likely to be the best sales investment you'll make this year!

## Katrina survivors exemplify courage, hope in adversity

by Connie Brubaker

**W**hen Hurricane Katrina ravaged the coasts of Mississippi, Alabama and Louisiana, the fierce winds and flood waters intruded on my hometown. Helpless, I could only wait anxiously to hear if my family and friends were safe.



### Connie's Comments

Thankfully, they were. But the Mississippi coastline I love so much is forever altered. Most of the landmarks that were so familiar and so much a part of my personal history are gone: the marina, the piers, the White Cap Restaurant, the Pavilion (home of the annual Fishing Rodeo), all those beautiful antebellum homes along the beach, the Highway 90 scenic route, Jeff Davis Beauvoir, the mall . . . all gone.

But amid all the devastation and grief, the Biloxi lighthouse still stands strong and straight. It remains both a beacon of light and a symbol of the unconquerable spirit of the Gulf's people. Seeing it brought tears to my eyes.

In the days following the disaster, I stayed glued to my TV, watching stories of loss . . . and survival. A woman returned home to find that the only thing that remained of her



100-year-old beach home was the slab. But as she mourned that she would never watch another sunset from the veranda, she was happy that her family was alive. Another family had lost all their possessions, along with one of twin babies who had been born prematurely, but they were elated to be reunited with the surviving twin. Another woman was grateful to have a cot in Austin's convention center and the chance for a new future.

These displays of strength and determination illustrate the resilience of the human spirit. Though I heard some people say they would not return to the Gulf, most were eager to rebuild. And the generos-

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LARRY BECAME THE TOP SALESMAN IN HIS COMPANY ONCE HE LEARNED THE POWER OF EFFECTIVE QUESTIONS!



*"Do you realize I'll get fired if you don't buy something? Can you live with yourself if the bank takes my house and my children have to sell their toys on e-bay? How will you feel when our poodle starts eating people to survive?"*

Integrity  
Training  
Solutions

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## Lessons in hope found in Hurricane Katrina's aftermath

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ity of people opening their homes and giving of their bank accounts, their gifts and their time have deeply moved me.

Sadly, it is often the storms in our life that shape us into better people. Somehow, in the midst of adversity, we have the opportunity to grow. But how?

The Katrina survivors offer some lessons. They acknowledge their losses, but remain grateful for what they still have: their lives, their legacy, their determination not to give up. Most are opting to be vic-

tors instead of victims. And though their future seems overwhelming and unclear, they have hope that it will also be bright. They have faith that the lessons learned from this disaster will make them stronger, wiser and more compassionate.

When times are difficult, a positive attitude is the best armor. Tears, sadness, grief, depression — all these reactions are absolutely normal. But they will also pass.

During difficult times, it's vital to let others help. Most people are so willing to reach out and console those hurting, if they only knew

what they could do. That's why it's important to ask. It doesn't make us weak or dependent — it makes us human.

Throughout my life, the loss of loved ones, financial difficulty and other personal struggles have helped mold me into a better, wiser person. I believe that those who have suffered are richer in compassion, understanding, generosity and independence than those who have never know sorrow.

So while Hurricane Katrina has altered the landscape, lives and outlook of this devastated area, the spirit of the people remains steadfast. Like the Biloxi lighthouse, they stand tall, filled with purpose, hope and strength. I see a better coast coming, filled with people proud of their achievements and dedicated to creating a place to live — and thrive.

QUOTE OF THE MONTH

*"When you meet us now and you look into our eyes, you will see the saddest story ever told. Our hearts are broken into a thousand pieces. But don't pity us. We're gonna make it. We're resilient. After all, we've been rooting for the Saints for 35 years. That's got to count for something."*

— Chris Rose, *New Orleans Times-Picayune*