

December 2006

In this issue...

A BE NICE Story

Quote of the Month

BE NICE News

Monthly Audio Message

People Profile

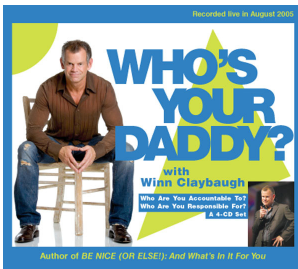
Corporate Corner

Do Something!

Holiday Special

WHO'S YOUR DADDY?

with Winn Claybaugh
>recorded live<



**Who Are You Accountable To?
Who Are You Responsible For?**
A 4-CD Set

To learn more go to
[www.beniceorelse.com/
cart/agora.cgi?
product=cd](http://www.beniceorelse.com/cart/agora.cgi?product=cd)

PAGE 1

CREATE MAGIC DURING THE HOLIDAYS

Hi Everyone,

In my companies, we have created a system that helps us to stay in the present moment, reminds us to have fun, and celebrates the learning process and great relationships we have. We call this system "creating magic" and it is our personal management and leadership system for being present with people and positively influencing everyone around us. During the holidays, creating magic is a great way to give your family, friends, and coworkers an extra dose of fun, love, and positive energy.

Creating magic is easy, if you follow these five simple steps:

- 1. Always be in a great mood.** If you're in a great mood, you will positively affect others.
- 2. Be interested in others and make them feel important.** Make it a priority to connect with people and positively influence them.
- 3. Be in the present moment and "play."** Schedule time to "be" with others, not just "do" with others.
- 4. Make the ordinary extraordinary.** Find ways to motivate, help, and guide your family, friends, and coworkers with your own special magic. Do special little things that inspire them.
- 5. Communicate and celebrate victories.** Create magic through communication and find any reason to celebrate.

In this issue, you'll find several great ways to create magic during the holidays. I hope you'll try them, or make up your own, and make this holiday season especially magical and memorable for everyone you know.

Thanks for helping me live my fantasy of spreading this BE NICE message and giving nice people a voice.

XOXO, Winn



Winn Claybaugh's Be Nice (Or Else!) The Newsletter!

Copyright © 2006 by Winn Claybaugh. All rights reserved.

Editor: Gail Fink

Newsletter design: DigitalMindMedia.com

Be Nice (Or Else!) *The Newsletter!*

Do you have a BE NICE story to share? Send it to editor@BeNiceOrElse.com

If it appears in the newsletter, you'll receive a BE NICE T-shirt and CD!

And on BeNiceOrElse.com
Featured Article
Romance Your Friends

www.beniceorelse.com/pages/article05.html

BE NICE Story

The following letter shows that, with a little creativity, you can create magic anytime, anywhere!

Dear Winn,

I wanted to send you my first love letter, thanking you so much for your inspiration that you gave me back in July. You have such an amazing ability to connect to people and I am so grateful I had the opportunity to hear you speak.

After your message, I made it a point to change my life for the better. I started with that day. I was determined to have an incredible day and I wanted to share that with my little sister, Becki. At the time, Becki was working at a shoe store and I went to visit her and spread my joy. Of course, as luck would have it, she was in a foul mood. It seemed as though nothing would cheer her up, so I thought, *What makes everyone happy? Christmas!* We had Christmas in July! I told her to get me a gift before she got home from work. In the meantime, I made stockings, stuffed them, decorated, and wrapped gifts. We had such an amazing time, just laughing and spreading Christmas cheer. I was so amazed to see that I could actually make a difference by just trying to be happy and not allow others to dictate how I should feel.

In other aspects, I took your advice and quit my job. I separated myself from a bad environment where no one wants you to be happy and it physically makes you sick to be there. It took a few months, but I just started at a new job that makes me smile.

Thank you so much for helping me to a more happy and truly joyful way of life. I hope that you keep inspiring everyone around you!

I love you!

Mesh Merkley



Quote of the Month

"Love is doing small things with great love."
— **Mother Teresa of Calcutta**

Do you have some BE NICE news to share? Send it to editor@BeNiceOrElse.com

If it appears in the newsletter, you'll receive a BE NICE T-shirt and CD!

BE NICE News **Wreaths Across America**

For the 15th consecutive year, the Worcester Wreath Company of Harrington, Maine, has donated 5,000 wreaths to Arlington National Cemetery. The company's owner, Morrill Worcester, also pays the shipping costs—an especially generous donation, when you realize that Harrington is in one of the poorest parts of the state.

In 1992, Worcester brought 4,000 surplus wreaths to adorn the servicemen and women's headstones. Every year since, he has set aside several thousand wreaths specifically for that purpose. "Our goal is to expand the recognition of those who serve our country, both past, present, and future, as well as their families who deserve our support," he says. "Without the sacrifices of our veterans, there would be no opportunity to enjoy the freedoms, the life we live today."



This year, Worcester expanded the project to include more than 230 state and national cemeteries and veterans memorials across the country. The wreath-laying ceremonies this year took place on December 14. Anyone interested in helping support the project should visit www.wreathscrossamerica.org for more information.

Be Nice (Or Else!) *The Newsletter!*

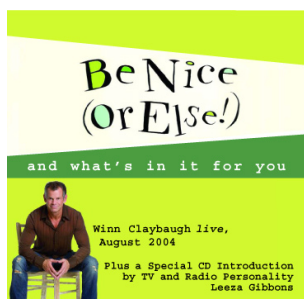
If you enjoyed this month's audio message, you'll love our MASTERS Audio Club. For more information go to www.mastersaudioclub.com

And from the BeNiceOrElse.com Audio Archives: Heather Harvey

Heather shares a heartwarming message on programs for women who are living with breast cancer. www.beniceorelse.com/newsletter/audio/November2005.html

BE NICE CD!

Winn Claybaugh live
Be Nice (Or Else!)
\$20



With a Special CD Introduction by TV and Radio Personality Leeza Gibbons

To learn more go to www.beniceorelse.com/cart/agora.cgi?product=cd

Monthly Audio Message



Sister Bonnie Steinlage, a Franciscan Sister of the Poor, began cutting hair in the bathroom of the Mary Magdalene House, a shower house for the homeless. She felt that by assisting their outer appearance, she gave her unique clientele "expression to their inner beauty."

Sister Bonnie's one-woman ministry eventually grew into Franciscan Haircuts from the Heart, an

organization that provides professional hair care services to the homeless and persons living from a poverty-level income. Through this incredible program, gift certificates are issued to social service agencies, who distribute them to people in need. The gift certificates can be redeemed at participating salons, beauty schools, and barber colleges, who are reimbursed by Franciscan Haircuts from the Heart. No fees are charged to either the clients or the organizations who utilize the program.



Learn more about Sister Bonnie and her incredible work in this brand-new MASTERS interview. To listen go to: www.beniceorelse.com/newsletter/audio/December2006.html Then go create magic during this holiday season by providing a haircut for someone who can't afford it.



It may not seem like much, but even the simple change of appearance that a haircut brings can mean a world of difference to someone who has rarely or never experienced such a luxury.



For more information about Franciscan Haircuts from the Heart, visit www.haircutsfromheart.org or call (513) 381-0111.

Be Nice (Or Else!) *The Newsletter!*

We'd love to hear your comments, suggestions, and stories! Send them to editor@beniceorelse.com



"A famous swami once told me years ago that someone who's nice always gains . . . Winn Claybaugh is a remarkable guy and one of the best motivational speakers in the country. In this terrific work, he brings you easy-to-use concepts that could bring interesting rewards."
— **Larry King**, from the foreword of *Be Nice (Or Else!)*

People Profile

Twelve students from the **North Haven Academy Paul Mitchell Partner School** followed Sister Bonnie's lead and provided haircuts for Fellowship Place in New Haven, Connecticut. The organization helps people overcome the effects of severe mental illness and move from homelessness, poverty, and despair to a life of hope and self-sufficiency. "We reached out to them, learned what they did, and saw the opportunity to make a difference," said school admissions leader **Rebecca Sardinkas**.



Back row, L-R: Future professionals Debbie Oberdick, Lindsey Cormier, Lisa Richardson, Kristen Kaufman, Tiffany Ayer, Krista Deprey; school director Laura Landino
Front row, L-R: Learning Leader Renee Russo, Admissions Leader Rebecca Sardinkas, and future professionals Nick Jarden and Amy Fiordelisi

Renee Russo, a New Haven Academy graduate and instructor, accompanied the students to Fellowship Place. "We worked with 30 or so people from their community as well as others who traveled from shelters simply to receive a haircut from one of our talented Future Professionals," she says. "We created magical transformations of people's images and we got to watch personalities come alive with the positive energy that emanated in that little room. Everyone was happy with their new looks and we all hoped that with our visit we were able to raise self-confidence and bring some happiness to others. Every person left that day with a smile on their face and a warm glow in their heart."

Rebecca adds, "After the event, we held a mini gathering in my office. Future professionals were sitting on the floor, on my desk, and bursting at the seams with stories of the event. They were so thankful that they had the opportunity to make a difference. We plan to do it several times throughout the year. Our relationship is taking a step further and we have a meeting to see how we can build it into our 2007 schedule."

If your organization wants to provide similar services, Sister Bonnie recommends that you take before and after pictures, have all volunteers and "clients" sign release forms, and display your pictures on a "wall of fame" or a scrapbook.

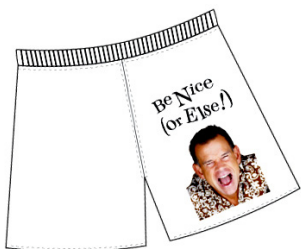
Be Nice (Or Else!) *The Newsletter!*

BE NICE APPAREL

BE NICE T-Shirts
and Boxer Shorts



Take a look at
[www.beniceorelse.com/
cart/agora.cgi?
product=apparel](http://www.beniceorelse.com/cart/agora.cgi?product=apparel)



Not Yet Subscribed? Get the Online Newsletter!

Sign up at
[www.beniceorelse.com/
newsletter/
newslettersignup.html](http://www.beniceorelse.com/newsletter/newslettersignup.html)
to receive free
monthly
Be Nice (Or Else!)
messages delivered
to your inbox!

Corporate Corner

Create Magic at Work

I can't imagine any company, store, or business in existence today that does not have staff members who are all thinking, "How can we all group together to reach out to our community?" The answer is simple: Just give them permission.

If you're the leader in an organization, how about saying, "Hey everybody, let's not give holiday gifts to each other this year. Instead, let's pool our resources and do something for our community. What are you guys passionate about?"

In my experience, most employees in most organizations would love to do something but they often think, "The boss would not let us do this," so they don't even bother to ask. My recommendation to the boss is, don't wait for them to ask you. Give them the message, "If you want to do something, I'll support you."

You could even take this a step further and implement the Create Magic Activity Book described in this month's Do Something column. Just download the PDF, print copies for everyone on your team, and watch what happens. Creating magic is not just a feel-good activity. It increases morale, diminishes absenteeism, and increases revenue.

Do Something!

Create Magic Activity Book

The Paul Mitchell Schools have developed a great tool for helping staff and students learn how to create magic for their entire team. The Create Magic Activity Book is filled with ideas that can turn any workplace into a "funplace."

School owner Tina Black uses these activity books in both of her highly successful Paul Mitchell Schools. "These activity books are what make our schools run so well," she says. "The activities are placed on the calendar each month by each staff member, and it is magical! We have already had several theme days and character awards, and several staff members have hosted dinners in their homes. We LOVE this book!"

Use the Create Magic Activity Book in your company to develop a fun, magical environment. Take at least six months to go through the activities, and make it even more fun by adding photos to document your activities.

To download a modified version that can be used in any business go to: www.beniceorelse.com/newsletter/documents/CreateMagicActivityBook.pdf - then print copies on 8-1/2 by 11-inch paper, fold in half, and distribute to everyone on your staff. Include a colorful cover that each person can personalize and you're ready to go!

Celebrate a Birthday

Bring a cake and celebrate the birthday of a team member in another department.

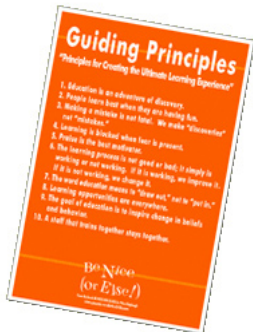
(Take a picture of the birthday person with their cake and place it here!)



Be Nice (Or Else!) *The Newsletter!*

BE NICE Holiday Special

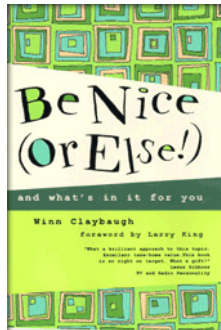
The holiday season is the perfect time to share a little *Be Nice (Or Else!)* with family, friends, and staff!



Free BE NICE Posters!

Put Your Niceness on Display

Now you can download BE NICE posters for your home or office. Have them printed at your nearby copy shop, and put them on display to share your BE NICE message with your family, friends, co-workers, and clients. Available at our website homepage:
www.beniceorelse.com



PDF Special: ONLY AVAILABLE HERE!

1-3 books	\$19.95 each
4-28 books	\$16.95 each
29-56 books	\$14.95 each
57-plus books	\$10.95 each
(Regular Everyday Price - \$23.95)	

*Shipping fees vary with quantity ordered
- Will be determined at time of order

**Ben Franklin Awards - 2005
Best New Voice (Non-Fiction)
Now In Its Second Printing!**

To order, go to:

<http://www.beniceorelse.com/cart/agora.cgi?product=special>
or **CALL 800-459-4007** for 4 or more

"Winn Claybaugh is a remarkable guy and one of the best motivational speakers in the country. In this terrific work, he brings the reader easy-to-use concepts that could bring interesting rewards. So, follow carefully Winn's adept advice. Use the book in your daily life and you'll find life just keeps on getting better. You better do this or I'll kill you."

— **Larry King**

"I thoroughly enjoyed it. What a brilliant approach to this topic: multilayered and excellent take-home value. As a consumer of this topic, I learned a lot. I think this book is so right on target—and I'm not just being nice!"

— **Leeza Gibbons**

TV and Radio Personality

Founder of the Leeza Gibbons Memory Foundation

"I'm certainly someone who believes in the importance of being nice. Winn's book *Be Nice (Or Else!)* brilliantly addresses both personal and work issues, with a special sensitivity toward women's concerns. I highly recommend it to anyone who'd like to make this world a little nicer."

— **Marie Osmond**

"Full of accessible and down-to-earth advice, *Be Nice (Or Else!)* could well be the instruction manual for the growing kindness movement."

— **Catherine Ryan Hyde**

Author of *Pay It Forward* and *Walter's Purple Heart*

President of the Pay It Forward Foundation

"*Be Nice (Or Else!)* brought a smile to my face and more happiness to my day. I highly recommend it!"

— **Marianne Williamson**

Author, *A Return to Love* and *The Gift of Change*