

# Monthly Musings



courtesy of Fletcher Consulting

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## NOT-SO- SMART TOO CUTE IDEA:

### Black Olives Matter

The next time you hear that "Any publicity is good publicity!" ... just ask Rick Camuglia, owner of Paisano's Italian Restaurant in Albuquerque, New Mexico.

To share a frame of reference, when is the last time you were socializing with friends over a casual beverage or two after work when someone called out an off-the-wall idea? It normally begins with one of these statements:

- Hey, whaddya think about this?
- A buddy just texted me something hilarious!
- Here's my take on that big news story!

Such was apparently the case when Camuglia's chef recommended an idea to promote their black olive tapenade: "Black Olives Matter – Try our Tapenade."

Humor can be dangerous if you do not carefully consider all the angles. To these Italians, it was a clever poke at a timely topic that has resulted from: Black lives matter. White lives matter. Blue lives matter. All lives matter.

To them, "Black Olives Matter" was borderline hilarious. OK, REALLY hilarious. Particularly after two or three beers.

People casually involved as observers may not feel heavily invested in the "... lives matter" movements so they were the least offended, and a great number felt the slogan was quite cute and funny.

However, a large number of vocal customers deeply invested in the "Black Lives Matter" movement felt highly offended by someone taking such a flippant approach to what they considered to be a critical message.

The result has been an immediate backlash. Customers have left terrible comments and bad reviews on Paisano's Facebook page.

Camuglia and his team assured their customers last Friday that

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they would indeed remain open and continue to serve their favorite authentic Italian pastry dishes, sandwich and pizzas – with double black olives on the side!

If I were their consultant, I would have left that final phrase out. That small slap back at their critics just kept the feud going.

## SMART OUTLOOK:

### Happening TO or FOR you

Lanny Bassham – quite a busy guy as mental toughness guru for multiple Olympians – turned two horrible experiences in his life into powerful motivators that led him to an Olympic gold medal and 22 world championships.

He describes himself as the worst athlete in every sport in elementary school, "You know, the boy who plays half each game in right field because everyone has to play. The ball came at me once and hit me in the face."

As the Olympics were in the news during his sixth grade year, one of his teachers announced to the class, "You never can tell who in this very classroom could become an Olympic champion. I wonder who it would be."

In response, one other boy in the classroom replied, "Teacher, I don't know who would have the best chance, but I know for sure who would have the worst chance. LANNY!"

Lanny went home that day extremely disappointed, only to find a secret weapon: encouragement from his parents. His father said, "Son, you just haven't found what you're good at yet."



Lanny visited with a friend who told him he participated in rifle shooting. Lanny liked the fact that he did not need to be tall, strong or fast. He just needed to stand still, precisely as he had done in right field – almost like a statue. He realized this was his chance to prove that other boy wrong. *“I know for sure who would have the worst chance. LANNY!”*

Through a series of circumstances, Lanny earned a position on the U.S. Army Marksmanship Unit – the elite of the elite – and consistently had the second best scores in the best program in the world.

He competed in the 1972 Olympics in Munich, where he succumbed to the competitive pressure – that’s a nice way to state that he choked (by his own admission) – and lost his chance at Olympic gold in International Rifle Shooting. However, he did win the silver.

Over the next four years, he launched a quest to discover the secrets to mental toughness. He asked: *What do the best of the best in sports and business see that their competitors do not?*

He listened well and developed a system of mental control. Four years later, Lanny Bassham stood on the medal podium in Montreal, clutching his Olympic gold medal for International Rifle Shooting. His success continued as he won 22 world individual and team titles, dominating his sport.

I have seen Lanny speak twice at luncheons as he shared his secret: *I learned that life’s circumstances can either happen **TO** us or happen **FOR** us.*

That may sound simple but it revitalized his life. Lanny realized that if he had not been a terrible baseball and basketball player, and if he had not suffered the taunting of that boy in sixth grade, he would never have found sport shooting.

He also understood that if he had won Olympic gold in 1972, he would never have developed the mental toughness that moved him to 1976 Olympic gold and those 22 world titles.

Lanny helps me realize that many of my most disappointing losses led me to work harder on that next presentation, that next strategic plan, and perform on an elevated plane. **The valuable lessons learned from those losses delivered some of my greatest business successes.**

Recognizing that life happens **FOR** you means you search for and learn the lesson from each less-than-successful moment. That moment is no longer a failure, but a stepping stone to the next level.

Lanny Bassham taught me that, and I trust that his life has taught you, as well. When you see Olympians begin their competition in just over a week in Rio, several of Lanny’s clients will be competing, putting his mental management strategies into

action.

Do yourself a favor and Google him, and look him up on [www.mentalmanagement.com](http://www.mentalmanagement.com). You will be the winner here!

# THE Tiebreaker

## Texas Monthly’s Gary Cartwright

Gary Cartwright was one of the first writers Texas Monthly recruited when the new publication opened its publishing doors in 1973, and he worked his way up to Senior Editor before retiring in 2010.

I met Gary when he attended his high school reunion in Arlington this June. Since Gary had gotten lost driving from Dallas Love Field to Arlington, I volunteered to serve as his guide on the return trip. After all, a lot of changes had occurred with the highways since his last visit. This afforded me the opportunity to visit and learn from this prolific writer.

His career included stops at the Fort Worth Star-Telegram covering the night/police beat when at Arlington High School, and then as a sports writer for the Fort Worth Press, Dallas Times-Herald, Dallas Morning News and Philadelphia Inquirer. He also wrote features for Life, Harper’s and Esquire Magazine. Then Texas Monthly called.

I asked what had been the most interesting part of his career at the magazine and he told me that he received a call as the magazine was preparing to launch, offering him the freedom to write long-form stories and spend whatever amount of time he needed to research them thoroughly.

“I was intrigued by this offer so I took it,” he told me. He added that his most compelling ongoing story was T. Cullen Davis. Some of his original segments ran in Texas Monthly and resulted in his popular book, *Blood Will Tell: The Murder Trials of T. Cullen Davis*.

A friend called to ask Gary’s progress with the book and he said that he was stuck after 317 pages but he did not have a strong ending. The friend replied, “You’re in luck. Cullen just hired a hitman to kill the judge and several family members!”

According to Gary, the ending almost wrote itself, resulting in a best seller and further elevating his prestige as a powerful writer.

Gary Cartwright experienced what you and I have and will continue to experience in our own careers. **Just when it appears we desperately need help, God will often introduce a solution (although not normally involving a murder!) – and right on time.**

**We just need to be looking for it!**

