

The Trendsetter

Issue 92: June/July 2014

Trends
International



Save the Date-Saturday, August 2

The combination of bowling and fundraising never felt so right. Mark your calendars to attend the U.S. 11th Annual Trends International Chariti-BOWL on Saturday, August 2. It'll be our biggest and best event yet! Cooper's Stardust Bowl in Noblesville will be our host again this year and funds raised go to the Trends International Charitable Foundation's charities of choice: TherAplay, Best Buddies Indiana, Champ Camp, Handi-Capable Hands, Special Olympics of Boone County, Outside the Box and The Joseph Maley Foundation. Visit TrendsCares.org for more details and registration forms.



Tornado Awareness

Tornados can happen at any time of the year, however they occur more frequently March through August. They can occur anywhere in the world but are most common in the United States and Canada. Most tornados in the US are east of the Rocky Mountains with the highest occurrences in the Midwest and Southern states. Highest occurrences in Canada are in Southwest Ontario.

WHAT TO DO

IN AN OFFICE

Go directly to an enclosed, windowless area in the center of the building – away from glass and on the lowest floor possible. Then, crouch down and cover your head.

ON THE ROAD

There is no safe option when caught in a tornado in a car, just slightly less-dangerous ones. If the tornado is visible and far away, you may be able to drive out of its path by moving at right angles to the tornado. Seek shelter in a sturdy building, or underground

if possible. If you are caught by extreme winds or flying debris, park the car as quickly and safely as possible – out of the traffic lanes. Stay in the car with the seat belt on. Put your head down below the windows; cover your head with your hands and a blanket, coat, or other cushion if possible. If you can safely get noticeably lower than the level of the roadway, leave your car and lie in that area, covering your head with your hands. Avoid seeking shelter under a bridge, which can create deadly traffic hazards while offering little protection against flying debris.

WHAT TO DO AFTER

Stay away from power lines and puddles with wires in them; they may still be carrying electricity! Watch your step to avoid broken glass, nails, and other sharp objects. Stay out of any heavily damaged buildings; they could collapse at any time. Do not use matches or lighters, in case of leaking natural gas pipes or fuel tanks nearby. Remain calm and alert. Listen for information and instructions from emergency crews or local officials.

How To Communicate Effectively At Work

Author, Karen Friedman, lays out her no-nonsense philosophy about how to best get your point across, drawn from her 36 years of experience as a professional communicator.

How does she apply her ideas in the workplace? Her No. 1 rule, gleaned from two decades in the TV news trenches: "It is absolutely critical to be as direct, to the point and concise as possible," she says. Vagueness is all too common in the workplace, you easily remedy it by spelling out who, what, where, when and why. "Bosses often say, 'Can you have that report to me? I'd really like to have it,'" Friedman says. A more effective way to deliver that message: "Can you please get that report to me? I'd like it on my desk by 5 p.m. Friday."

Another strategy: Hit the headline first. Too many of us are just plain long-winded, she says. "People don't need to know everything we know," she explains. "Think about what the single most important point is that you need to make, the central idea."

Your attitude while talking is also important. It's not just your words that convey a message. If you

slouch, jam your hands into your pockets, shuffle your feet and avoid eye contact, people will get the impression you don't want to communicate with them. Pretend that your colleague is your adorable five-year-old who you would drop everything for if she walked into the office.

Remember that the world doesn't revolve around you. If you open yourself to other opinions and perspectives, you'll find it much easier to get your own message across.

Do ask open-ended questions. They can buy time, clarify where another person is coming from and prevent misinterpretation. For instance: "I'm not sure I understand what you're saying, so could you give me an example?"

Finally, don't be a naysayer. Even if you think your colleague or boss is completely wrong about something, you can counter with an open-ended question that shows respect and a can-do spirit. One possible response: "Have you had a situation where that strategy worked?" Says Friedman, "You can learn from the answer to that, and not be a negative Nellie."

New Faces



Designer, Jamie Anderson



Designer, Jon Stropes

New Hires-Field Merchandisers

Joy Cummings	NB
Sandra Harvey	ON
Regan Leger	BC
Annick Tremblay	QC
Paulette Hollett	NS
Sheila Smith	ON
Vanessa Latimer	PE
Josee St.Jean	QC
Marlene Hamilton	ON
Bridget Lunn	BC

TRS - Regional Manager

Shawn Flurry-North Texas/Oklahoma

Departures

Collin Dugdale
Joe Richardson
Max Talley

June- Associate Birthdays

Rashmi Parekh	6/1
Steven Johnston	6/2
Kim Fellingier	6/4
Louise Forest	6/5
Jane Labombard	6/5
Sherry Gardiner	6/9
Tracy Rayfield	6/9
Matt Lakomek	6/10
Maxine Hird	6/12
David Cozza	6/13
Daneille Owen-Bilida	6/14
Camille Hansen	6/15
Kathy Seaton	6/15
Barb Dudek	6/16
Marie-Claude Laforte	6/16
Michelle Warble	6/17
Betina Newcomer	6/21
Syrita Emery	6/22
Derek Twibell	6/22
Karen Saulnier	6/23
Mark Postma	6/25
Kelly Loewen	6/26

June- Associate Anniversaries

Steve Townley	6/1	9 years
Todd Tyler	6/1	10 years
Mary Cossette	6/2	11 years
Steve Paterson	6/2	17 years
Nicolas Didier	6/3	1 year
Mark Postma	6/4	7 years
Samantha Cameron	6/6	2 years
Nick Riek	6/6	3 years
Evan Parker	6/6	3 years
Jenny Streif	6/6	3 years
Todd Beeson	6/8	16 years
Douglas Paterson	6/15	5 years
Mike Stein	6/16	9 years
Deborah Zinck	6/18	1 year
Karen Major	6/19	5 years
Roxine Winter	6/22	10 years
Paul Beck	6/25	7 years
Cathy Murrin	6/24	10 years
Marina Pineda	6/25	13 years

July- Associate Birthdays

Julie Brown	7/9
Ellen Ripberger	7/9
June Miller Biggs	7/10
Evan Parker	7/10
Josee St. Jean	7/11
Karen Aalto Beare	7/11
Dianne Freeman	7/12
Gregg Salyers	7/14
Glenda Aldred	7/15
Darlene Wojcicki	7/15
Brenda Best	7/16
Dana Taylor	7/16
Denise Boisvert	7/17
Shirley Turner	7/17
Sandra Harvey	7/17
Selena Edmunds	7/20
Megan Rodenbucher	7/22
Jean Varin	7/22
Trevor Beresford	7/23
Mary Cossette	7/24
Rudy Manbodh	7/25
Keri-Dawn Chrystian	7/27

July- Associate Anniversaries

Steven Johnston	7/3	5 years
Paul Hay	7/8	18 years
James Callendine	7/10	8 years
Ann Barker	7/11	9 years
Ed Cox	7/12	9 years
Brent Masterson	7/12	9 years
Jean Varin	7/13	10 years
Steve Blankinship	7/15	18 years
Cynthia Barnes-Larsen	7/15	6 years
Donna Krygowski	7/16	1 year
Brooke Canada	7/16	2 years
Tara Robinson	7/16	2 years
Bill Barrow	7/16	24 years
Carla Briggs	7/17	8 years
Beth Parker	7/17	8 years
Kimberly McCutcheon	7/20	5 years
David Skinner	7/21	6 years
Andy Switzer	7/21	4 years
Karl Riley	7/27	16 years
Kelli Perry	7/29	1 year

Mark Your Calendar!

June

- 4: NHL Finals begin
- 5: NBA Finals begin
- 6: The Fault in Our Stars releases
- 12: TherAplay Annual Golf Outing
- 13: How to Train Your Dragon 2 releases
- 14: Flag Day
- 15: Father's Day
- 17-19: Licensing Expo
- 19: Inside the Bottle (Outside the Box)
- 21: Summer begins!
- 27: Transformers: Age of Extinction releases

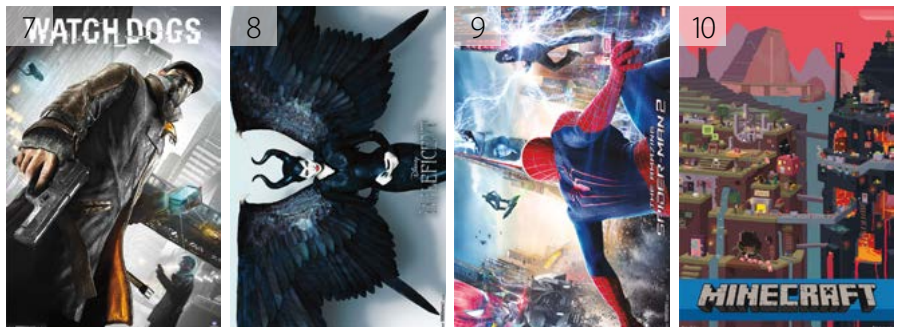
July

- 1: Canada Day
- 4: Independence Day
- 12: Annual Joseph Maley Foundation 5K
- 15: Handi-Capable Hands Golf Outing
- 18: Jupiter Ascending releases
- 18: Planes: Fire & Rescue releases

August

- 1: Guardians of the Galaxy releases
- 2: 11th Annual Chariti-BOWL
- 8: Teenage Mutant Ninja Turtles releases
- 27: CHAMP Camp Golf Outing

May TOP 10 POSTERS



We want your input!

Do you have suggestions for the marketing team regarding new product ideas, licenses, ways to improve the newsletter, etc.?

CLICK HERE!