

BUSINESS BOOKS

BRIEFLY

The Definitive Book of Body Language

Allan and Barbara Pease; Bantam, \$23
This book, touted as "the international bestseller!" and "a revised and expanded edition of 'Signals,'" purports to reveal the secrets of subconscious physical gestures, the better to get ahead in business and life. The book is divided into chapters, including ones dealing with hands, arms and spatial relations. But the best part may be the laugh-out-loud funny collages and illustrations, which include a comparison of a dour lady and a bulldog, and a diagram of how exactly men get caught checking women's bodies out. If, indeed, a deal can be sealed with a handshake, you probably don't want to use one of "The World's Eight Worst," including the wet fish ("Credibility Rating: 1/10") or the pump handle ("With strong rural overtones . . .").

True to Yourself: Leading a Values-based Business

Mark Albion; Berrett-Koehler Publishers, \$12
Social entrepreneur Albion offers read-

ers a practical guide to build the kind of company you've always wanted, serve people and the planet and be financially successful. Using insightful interviews with 75 leaders and his own experiences as a business leader, the author shares five critical leadership practices: turn your values into value; walk toward the talk; communicate with care; facilitate personal growth; and collaborate for greater impact.

On-the-fly guide to . . . Balancing Work & Life

Bill Butterworth; Currency, \$9.95
No matter where we're climbing on the corporate ladder, we all could use some help balancing our work and personal life. Butterworth's book offers sound advice on how to live a happier, well-rounded life. Filled with stories about how successful people from all walks of life have integrated their work and home lives, and how we can do the same, "Balancing Work & Life" is meant to be read on a short plane ride or over a cup of coffee or two.

BUSINESS BEST-SELLERS from Amazon.com

June 14-20

- Good to Great: Why Some Companies Make the Leap . . . and Others Don't**, Jim Collins; Collins, \$27.50
- The World is Flat (Updated and Expanded): A Brief History of the Twenty-First Century**, Thomas Friedman; Farrar, Straus and Giroux, \$30
- The Five Dysfunctions of a Team: A Leadership Fable**, Patrick Lencioni; Jossey-Bass, \$22.95
- Now, Discover Your Strengths**, Marcus Buckingham; Free Press, \$30
- The Long Tail: Why the Future of Business Is Selling Less of More**, Chris Anderson; Hyperion, \$24.95
- Good to Great and the Social Sectors: A Monograph to Accompany "Good to Great,"** Jim Collins; Collins, \$11.95
- The Tipping Point: How Little Things Can Make a Big Difference**, Malcolm Gladwell; Back Bay Books, \$14.95
- Freakonomics: A Rogue Economist Explores the Hidden Side of Everything**, Steven Levitt and Stephen Dubner; William Morrow, \$25.95
- The 7 Habits of Highly Effective People**, Stephen R. Covey; Free Press, \$9
- Getting Things Done: The Art of Stress-Free Productivity**, David Allen; Penguin, \$15

COMMUNICATION

It's small things that really count

The small stuff can make a big difference.

Many people get caught up in thinking great communication is about being a superior orator, a savvy debater and a super-sales person who knows how to close. But great communication is really about connecting with other people, which helps build and foster relationships — the cornerstone of professional success.

What kind of communication small stuff are we really talking about?

Q. What small things can have an immediate positive effect on those you communicate with?

A. Start with adopting a positive attitude. No matter how great a speech maker you may be, if you have a negative attitude and don't particularly like people, you aren't going to connect. Having a positive attitude often translates into you doing a range of other small things that others will appreciate.

Q. What kind of things are we talking about?

A. Your smile. Do you consistently smile when greeting other people or do you walk around with a frown? How comfortable are you smiling, or do you incorrectly assume people won't take you seriously in business if you do? A genuine, open smile is one of the most powerful and underutilized communication tools available to us.

Q. What about listening? Is that a small thing?

A. Most of us say we want to be better listeners, but we often feel too busy or rushed to get it right.

Listening isn't about getting it perfect. Great listening is, again, about the small things. It is about making a decision in a given mo-

ment that the other person is worth listening to. It is deciding to be present and to stop obsessing about whatever is going on in your life and actually being interested in someone else. If you can do these mental and emotional gymnastics, you will be in a position to truly listen. If you don't, you will be faking it — trying to appear as if you are listening while the other person knows that you are not.

Q. Why is it so hard to do the small things when communicating?

A. It isn't, really. But most people are oblivious that these small things even exist. They don't realize that diverting their eyes away from you in conversation is a sign of disrespect or disinterest. How many of us actually think about our eye contact? Again, great communication is a question of awareness.

How many of us drone on about our lives, our problems, our stuff without thinking to very simply, but powerfully, ask: "Hey Joe, how is everything going with your kids? Didn't you tell me your son Jimmy started Little League this week?" That small comment about your colleague's son playing Little League is a very big deal to him. People love when you ask about their kids, their lives, about them. People love when you use their name in conversation. They also love it when you write personal notes to say thank you or congratulations.

All small things paying big dividends. But yet, how many of us even consider these things?

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STEVE ADUBATO

THE WEEK AHEAD

MONDAY

EARNINGS REPORTS

Company	Period	Estimate
Altera	Q2 2006	\$0.21
American Express	Q2 2006	\$0.74
Anadigics	Q2 2006	-\$0.02
Avaya	Q3 2006	\$0.12
BellSouth	Q2 2006	\$0.57
Hasbro	Q2 2006	\$0.07
J&J Snack Foods	Q3 2006	\$0.60
Merck	Q2 2006	\$0.65
Quest Diagnostics	Q2 2006	\$0.76
Schering-Plough	Q2 2006	\$0.17
Sun Bancorp	Q2 2006	\$0.18

TUESDAY

EARNINGS REPORTS

Company	Period	Estimate
3M	Q2 2006	\$1.07
ACE Limited	Q2 2006	\$1.58
Altria Group	Q2 2006	\$1.37
AT&T	Q2 2006	\$0.53
Chubb	Q2 2006	\$1.16
Colgate-Palmolive	Q2 2006	\$0.72
Legg Mason	Q1 2007	\$1.13
Lockheed Martin	Q2 2006	\$1.16
McDonald's	Q2 2006	\$0.59
Xerox	Q2 2006	\$0.23

ECONOMIC REPORTS

Event	Period	Forecast
Existing Home Sales	June	6.15 million
Consumer Confidence	July	102.0

EVENTS

After-hour Business Card Exchange: Sponsored by Biz-to-Biz Cafe. Open

to all, 7 p.m. at the Famished Frog, 18 Washington St., Morristown. Fee: \$20. To register, call (973) 540-9601.

Mid Summer Golf Outing: Sponsored by the Traffic Club of Newark. Event date Aug. 1, with tee time 9 a.m. at the Wild Turkey Golf Club, 1 Wild Turkey Way, Hardyston. Reservation deadline is July 25. To register, visit www.newarktrafficclub.com.

WEDNESDAY

EARNINGS REPORTS

Company	Period	Estimate
Air Products	Q3 2006	\$0.91
Black & Decker	Q2 2006	\$1.99
General Motors	Q2 2006	\$0.52
Lucent Technologies	Q3 2006	\$0.03
Sealed Air	Q2 2006	\$0.72

EVENTS

Investment Seminar: Sponsored by David Lerner Associates. At 7 p.m. at the Seasons Restaurant, 644 Pasack Road, Washington Township. To register, call Jim McCarthy at (201) 371-2619.

Let's Do Lunch: Networking event sponsored by Regional Business Partnership. At noon at the Theater Square Grill, 1 Center St., Newark. To register, call (973) 242-4229.

Immigration Issues Breakfast: Sponsored by Employers Association of New Jersey. 9:30 a.m. at their office at 78 Apple St., Tinton Falls. To register, call (973) 758-6800.

Veterans Loan Workshop: Workshop designed for military veterans who

are interested in starting or expanding their business. At 10 a.m. at the Hamonn Building, Second Floor Conference Room, 92 East Main St., Somerville. To register, call (908) 526-1200, ext. 8516.

Utility Rate Seminar: Topic: The Future of Electric and Gas Rates in New Jersey. Sponsored by the Somerset County Business Partnership. 8 a.m. at Advance Realty Group, 1420 Route 206, Bedminster. Fee: \$10 for members and \$20 nonmembers. To register, call (908) 218-4300.

THURSDAY

EARNINGS REPORTS

Company	Period	Estimate
Aetna	Q2 2006	\$0.64
Bristol-Myers Squibb	Q2 2006	\$0.32
Comcast	Q2 2006	\$0.20
Exxon-Mobil	Q2 2006	\$1.62
Harrah's Entertainment	Q2 2006	\$1.02
Raytheon	Q3 2006	\$0.64

ECONOMIC REPORTS

Event	Period	Forecast
Jobless Claims	July	N/A
Durable Goods	June	0.0%
New Home Sales	June	1.10 million

EVENTS

Networking Breakfast: Sponsored by the National Association of Women Business Owners North Central Jersey. At 8 a.m. at Perkins, Route 22 East in Green Brook. To register, e-mail rsvp@nawboncj.org.
Rev It Up Reading: Workshop taught by Abby Marks Beale. Helps busy people work smarter and faster. At

8:30 a.m. at the Olde Mill Inn, Basking Ridge. To register, call (877) 664-7323.

FRIDAY

EARNINGS REPORTS

Company	Period	Estimate
Becton, Dickinson	Q3 2006	\$0.79
Const. Energy Group	Q2 2006	\$0.47
Ingersoll-Rand	Q2 2006	\$0.95
ITT	Q2 2006	\$0.77

ECONOMIC REPORTS

Event	Period	Forecast
Employment Cost Index	Q2	0.9%

COMING UP

EVENTS

August 1: Networking Breakfast: Sponsored by the Essex Chapter of the New Jersey Association of Women Business Owners. At 8 a.m. at the Church Street Cafe, 12 Church St., Montclair. Cost: \$12 for members in advance or \$15 at door. Nonmembers \$15 in advance and \$20 at door. For reservations, call (973) 793-7698.

— Cynthia Parker

SOURCES: CBS MarketWatch and TheStreet.com

ABA

CONTINUED FROM PAGE ONE

Partner takes over group

influential voice in Washington, D.C. She will begin a one-year term at the group's annual meeting in Honolulu.

The weeklong conference, which begins Aug. 3, will feature panel discussions on everything from using electronic discovery to disaster planning to civil rights, and will feature speeches from legal luminaries such as U.S. Supreme Court Justice Anthony Kennedy and former Whitewater independent counsel Kenneth Starr.

LAWYER PAST, PRESENT & FUTURE

Mathis, in a recent telephone interview, laid out her goals for her term. She said she wants to focus on ideas that connect lawyers with real-life issues. A top priority will be finding ways for the legal profession to help at-risk youth, addressing issues from foster care to juvenile crime.

Another focus will be the importance of the rule of law around the world, which will be the subject of a

two-day conference this fall in Chicago. The year also will bring attention to the 400,000 Baby Boomers who are lawyers around the country and are getting ready to retire. The bar wants to find ways to coordinate volunteer efforts for the soon-to-retire lawyers, she said.

"We're looking at ways lawyers, with our vantage point, can help," she said.

Those kinds of issues are what got her into law in the first place. Growing up, first in Rhode Island and later in Colorado, Mathis thought she wanted to be a nun. But by the time she was about 12, she realized religious service was not for her. "I knew I wanted to help people," she said. "And my mom used to say, 'As much as you argue, you ought to be a lawyer.'"

The fact that no one in her family had ever gone to college, much less law school, was not something she let stand in her way. She got scholarships to help pay tuition bills. "The way my entire life has been is, I take any big issue and break it down into baby steps," Mathis said.

'OUR ADOPTED DAUGHTER'

Her New Jersey ties are fairly recent. In November 2004, her two-woman Denver-based firm joined the McElroy firm, which has more

than 200 lawyers. Today, she works with about 20 other attorneys in downtown Denver, handling commercial and business law and estate planning.

Being president will take nearly every minute of Mathis' time for the next year. Other lawyers in the firm will step in to help her clients during that time. The ABA also pays its presidents a \$100,000 stipend to help compensate them for lost pay.

New Jersey lawyers said they are thrilled to have a someone associated with a local firm take over the ABA presidency. It has been decades since a Garden State lawyer served in that role.

"She's our adopted daughter," said Morristown lawyer Thomas Curtin, the longtime state delegate to the ABA's legislative body.

Wayne Positan, president of the New Jersey State Bar Association, who has known Mathis for years through the ABA, praised her as a serious and gracious leader, and added that because she ran a small firm and now works for a midsize firm, she brings a broad perspective to the presidency.

Edward Deutsch, managing partner of McElroy, called Mathis "focused," and said he's excited about being associated with the

presidency. The firm's bottom line could also benefit from the wide attention she will get, he said.

"Obviously, there's a significant level of prestige that comes with having a partner elevated to the president. . . . It also helps in a lot of ways in notoriety and getting the name out," Deutsch said.

Mathis has been active with the ABA for more than 25 years. During that time, she has overseen committees and divisions on small firms and women in the profession, and has worked on membership issues.

Her rise to the top of the group can be traced to a meeting in Las Vegas in 1978 that she went to almost on a whim. A friend encouraged her to try the ABA.

That meeting was a gathering of the bar group's young lawyers' section. As soon as she walked into the room and found 300 other lawyers all thinking about issues affecting the profession, she knew it was the kind of thing she wanted to dedicate time and energy to, she said.

"I thought this is a wonderful way to be stronger than just me," Mathis said.

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TV

CONTINUED FROM PAGE ONE

Martial arts finds a home

and entertainment research firm Frank N. Magid Associates. "But this is the future of television."

Broadband has a global reach, is cheaper to produce and distribute than television programming, and isn't confined by a limited number of channels.

The 100 million Americans with access to high-speed Internet already can watch television shows via iTunes. Subscribers to Major League Baseball's video service can watch Yankees games whether they live in Fort Lee or Fort Hood, Ore.

Perhaps the best proof of the enormous appetite for online video is YouTube (www.YouTube.com), where a worldwide audience of 6 million devour mostly homemade video content.

And as Cort discovered, delivering content via broadband instead of traditional television is particularly attractive for subjects with small but intensely loyal followings. The phenomenon even has a name: narrowcasting or slivercasting.

Two weeks ago, Breakthrough Interactive launched its slivercast site, MAC Experience (www.macexperience.com). It shows videos of competitions, documentaries about martial arts heroes, and a talk show Cort calls a cross between the "Today" show and "Ac-

cess Hollywood" — with a martial arts theme, of course.

MAC Experience also offers online shopping and a social networking site to link the martial arts community. There are plans for instructional videos, content for children, and user-provided content that has proven so successful on YouTube.

But going exclusively online wasn't always an easy sell.

"It's like trying to explain love — you have to experience it," said Carolyn Wall, president of Narrowstep, the technology company that helped create MAC Experience and other broadband channels devoted to cycling, sailing and Massachusetts tourism.

"There's an 'a-ha' moment where typically people say, 'I get it. It's a television channel on the Internet,'" she said.

Dennis Brown, a decorated kung fu master who advises Breakthrough Interactive, admitted he initially was confused about the broadband site. But Brown, who runs a martial arts school outside of Washington, D.C., thought about the very small audience he had for a martial arts show on a local cable access channel.

To him, broadband television opens a huge audience for competitions and a showcase for emerging martial arts stars.

"The martial arts community as a whole has been buzzing about this," Brown said. "It's not network, it's not cable. It's world TV."

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ROCK

CONTINUED FROM PAGE ONE

A lucrative outdoor gig

especially if you're an old Kootz (the band members' average age: 50 years young). So, Taylor devised a clever business strategy.

He recruited 12 musicians to fill four positions on stage: two guitars, bass and drums. It's an eclectic bunch that kicks out the jams: an electrician, a prep-school teacher, a part-time funeral director, the owner of a construction company, the weekend organist at Yankee Stadium. Occasional guest artists include Dennis Diken, the drummer for the Smithereens.

Having a deep bench allowed the Kootz to play two Fourth of July outdoor shows in different towns simultaneously. The visi-

bility, Taylor said, was worth it. But lining up so many shows is hard work.

Between December and April, he said he spends nearly three hours a day on the telephone with town recreation departments trying to book summer venues. He doesn't use a booking agent and jealously guards his contact list.

"The ratio of sweat equity to payoff is terrible," he said. "And every band and his brother is now vying for these spots. But I do this because I wanted to play better places.

"We started out as a fun bar band. Now, we have our own CD and we play everywhere from Rockland County to the Jersey Shore. It's really all about who you can reach. And the best time to reach them is often the summer."

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CONSUMER RATES

INSTITUTION (PHONE)	30 YEARS			15 YEARS		
	RATE	PTS.	APR	RATE	PTS.	APR
Amboy Bank (800) 942-6269	6.750%	0.00	6.750%	6.375%	0.00	6.375%
Chase Manhattan Bank (800) 242-7324	6.875%	0.00	6.875%	6.375%	0.125	6.395%
CitiMortgage (908) 370-6151	6.875%	0.00	7.129%	6.50%	0.00	6.904
Columbia Bank (800) 522-4167	6.625%	0.00	6.645%	6.125%	0.00	6.158%
Commerce Bank (888) 751-9000	6.75%	0.00	6.837%	6.375%	0.00	6.516%
Hudson City Savings (201) 967-1900	6.625%	0.00	6.639%	6.00%	0.00	6.023%
Investors Savings (888) 256-4447	6.75%	0.00	6.768%	6.125%	0.00	6.154%
Provident Bank (800) 448-7768	6.625%	0.00	6.720%	6.375%	0.00	6.530%
Sovereign Bank (800) 215-0352	6.75%	0.00	6.825%	6.375%	0.00	6.497%
Valley National Bank (800) 522-4100	6.625%	0.00	6.691%	6.250%	0.00	6.356%

NOTE: Data collected Friday from bank Web sites; rates subject to change.

The rates reflect a sampling of the biggest banks in New Jersey.

THE STAR-LEDGER

(ANNUAL PERCENTAGE YIELD)

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