

## Did you get lucky?

*A review of Arlyn Reid's Casino Night last Fall...*

Last Fall we decided to throw a Casino Night and invite clients who spend a ton of money with us. However, some clients got in with bribes or, we hate to admit it, some questionable pictures of us. Everyone was a winner in the sense that they had a great time, but the biggest winner of the night was Alison Milroy of Lang Michener Lawrence & Shaw who won a trip for two to Las Vegas!

Allison had just returned from a TLMOA conference in Toronto where everyone around her won prizes but she went home empty-handed

"They have a draw at the end of the cocktail party," recalls Allison, "and all the sponsors give away these huge gifts like flat screen TV's, iPods, wines, you name it. Pretty much everyone won something – except for me. It became the running joke of the event."

All that changed with our prize draw.

"I was so surprised," said Allison about her ticket being drawn, "When they did the draw I almost didn't look at my ticket. I was looking around wondering who won it. And then finally I looked down and said 'Oh my God, it's me'."

So, what will this non-gambler do in Las Vegas? "I'm going to do a Grand Canyon tour... and then go on a bike tour of Red Rock

Canyon." she says. "I'm a great food and wine person and there are two amazing restaurants in Vegas I want to try."

Allison also plans to take in the Cirque de Soleil, some of the "Bluesy things" even a little bit of gambling. "I have to gamble at least a little bit."

Allison adds "Laura, Richard and I have bonded as best pals. I appreciate the work they do and extra steps they take to work with me. I have a great relationship with them."



**Allison: a little over-dressed for Vegas**

So with Allison as the biggest winner of the night, what about everyone else who attended?

Wayne Scott was the biggest loser that night, burning through his money in record time. He then "borrowed" money from other players and several of the tables. Scott doesn't realize it but we kept a tally and he now owes us \$450,000. We will be sending Luigi and Vinnie to collect next week.

What happened to Joan Keir that night? After she left our party she dyed her hair blonde and went to Paris. We were playing with fake cash, so we're not sure what table she was playing at but she must have done well.

Burt was having fun as a Blackjack dealer but all the women continuously screaming at his table concerned us. We know it wasn't just good cards. Is there something you want to tell us Burt?

Russ Balcombe hired our bartender to work at his firm (and he wouldn't pay our placement fee). If anyone is looking for a junior accountant this is the one time we would be delighted to head-hunt. For free.

The Italian Mob was on the scene as Raf and Tina were giving Blackjack lessons at the corner table in exchange for a percentage of the take.

The silver poker cases we handed out at the end of the evening were a huge hit, but we were unprepared for what it would start. We have been told that silver cases are now the latest fashion trend and they're everywhere. Children bring their lunches to school in them (although we hope they're eating something healthier than chips) and we've even heard that lawyers are taking their cases to court.

We wish to once again thank our very generous sponsors: the Vancouver Sun, Business in Vancouver, White Paper Company and Dynamex Couriers, all of whom helped make the event possible with door prizes.

Thank you to those of you who attended our party. If you want to be invited to this year's party, feel free to use our services more often. Alternately, we are open to bribery (or as we prefer to call it "negotiable incentives".) But please, no more compromising photos.



*Arlyn Reid welcomes Gail Pearce*

## Introducing Gail Pearce

Arlyn Reid is pleased to announce that Gail Pearce has joined their team as a Business Consultant and Corporate Recruiter.

Gail brings 16 years of experience in Corporate Marketing and Business Development. Gail has mentored managers and teams of sales professionals in corporate environments, and has designed and implemented strategic sales programs and marketing campaigns. Gail is an experienced corporate recruiter and her strength

in providing superb customer service has delivered significant value to the organizations she has worked with. Gail received her B.A. from the University of Manitoba and holds diplomas in Marketing, Sales, Project Management and CRM.

She possesses unbridled enthusiasm and positive energy, which will only make Arlyn Reid even more fun to work with. Gail has a solid background in management and has repeatedly demonstrated her leadership, business development, project management, marketing, communication, training and team building skills.

She will focus mainly on building relationships, strategic planning, and marketing to corporate clients and will be leading the charge as our top corporate recruiter.

We are very excited that she has joined our team.

## Reintroducing the rest of us

Arlyn Reid is a full-service human resources firm that can assist you with all your HR needs, including policy development, customized training and mediation services.

We are a full-service shop offering a wide range of services, including Coaching, Consulting, Training, Mediation, and Human Resources.

At Arlyn Reid, we're also great recruiters!

We have been leaders in permanent and temporary placements for more than ten years. We specialize in placing legal secretaries, legal assistants, administrative/executive assistants, accounting, executive/management, lawyer and professional positions, sales and marketing, software support and Human Resources professionals.

Call Stephen, Laura, Richard, Gail, Phil, Donna, Diane, or Franca for more information.

***"The best career advice to give to the young is 'Find out what you like doing best and get someone to pay you for doing it.'"***  
**Katherine Whitehorn**

***"Job security is gone. The driving force of a career must come from the individual."***  
**Homa Bahrami**

***"Many people worry so much about managing their careers, but rarely spend half that much energy managing their LIVES. I want to make my life, not just my job, the best it can be. The rest will work itself out."***  
**Reese Witherspoon**

***"I've got a great ambition to die of exhaustion rather than boredom."***  
**- Angus Grossart**

***"Basically, I no longer work for anything but the sensation I have while working."***  
**- sculptor Albert Giacometti**



# What's so funny?

## Benefits of Humour in the Workplace

*Studies have shown that people who enjoy their work are more productive, creative, and satisfied with their jobs.*

### Do these terms sound familiar?

"stress-related illness"  
"burnout"  
"stress leave"  
"employee turnover"

They're all too familiar, I'm sure.

Reality check time: The work isn't going to stop coming and the company isn't about to hire anyone else to lighten the load. So all we can do is to better manage employee stress.

As organizations look increasingly for ways to keep their workforce happy, healthy and productive, the answer may be right under their funny bone.

Financial institutions did a study and they discovered that managers who used humour the most often and effectively had achieved the highest level of employee performance.

A doctor at Stanford University has proven in his research that laughing 200 times burns off as many calories as 10 minutes on a rowing machine.

After a good hearty laugh, blood pressure decreases and endorphins are released; laughing feels good and has immediate health benefits.

***"Humour is something that thrives between man's aspirations and his limitations. There is more logic in humor than in anything else. Because, you see, humour is truth."  
- Victor Borge***

Laughter provides oxygen to our blood, relaxes our stressed muscles, and gives us a great workout for our cardio and respiratory systems.

Laughter also has a positive and boosting affect on our immune systems, making us more immune to the Bug D'jour.

Okay, so we need laughter for health; but why do we need laughter in the actual work place?

There are two important reasons, aside from the stated health ones:

- 1.) Uncontrollable stress factors, such as decisions made by someone that directly affects another's job in which they have no say.
- 2.) The "lose-lose" propositions, such as when a person has been demanded to do a given task without the needed resources (money, staff, etc.).

Laughter is often the only weapon people have to help them cope. Laughing at our predicaments not only blows off the immediate steam but it also helps us regain our perspective and proceed more rationally rather than emotionally. It also increases our overall resilience.

When a client calls you screaming for some impossible task, laugh out loud. When a lawyer says a document needs to be filed at the courthouse and it's ten minutes to four, laugh out loud. It may seem like a career-limiting move, but here's the trick to making it work: first you laugh out loud and then you do what it takes to get the job done.

***"It is impossible for you to be angry and laugh at the same time. Anger and laughter are mutually exclusive and you have the power to choose either."  
- Wayne Dyer***

Often it's the little things rather than the big things that make the biggest difference in the workplace.

Consider, for example, the element of surprise. Bringing in treats for no specific occasion; giving unsolicited positive feedback; provide encouragement; anything that aids in creating a more positive work environment.

We need to break our adult conditioning that has suppressed our desire to laugh and be playful.

From the office clown to the wallflower, everyone is capable of these simple acts that make the workplace a better, friendlier and healthier place to be. (To say nothing of improved morale and team spirit!)

If you can laugh you can cope. Now get back to work. *by Mike Bowerbank*

## Career Search

My first job was working in an orange juice factory, but I got canned: I couldn't concentrate so I got squeezed out.

Next I tried working in a muffler factory but that was exhausting and it left me fuming.

Then I tried teaching but I couldn't make the grade and didn't have the class.

I worked a long time as a doctor. I gave it a shot, but I didn't have enough patients.

After many years of trying to find steady work I finally got a job as a historian until I realized there was no future in it.



## Lost in Translation:

creating a client-centred website

By Linda Rainaldi

We are always told that our receptionist is the most important person in our office. She or he greets the client and gives a first impression of our business. But today, your client's first point of contact with you is probably not your receptionist, it's your website. So, take some time to think about the impression your website gives to potential clients.

### Show your expertise

Build your profile by telling potential clients what you know most about. Don't just tell them who you are, tell them what you know. You can do this by publishing helpful information on your website.

### Give them legal information

A client who is searching the Internet for help with a legal problem may not even know if he has a legal problem, so tell him a little bit about the law. Your client is looking first for legal information, then legal advice. You can help with both.

### Post your publications

If you've written an article for other lawyers, like a seminar paper, publish it (or a summary of it) on your website. This shows that your opinion is respected in the legal community. If you've written client-oriented articles – even better! Be sure to highlight those on your website.

### Translate

Legalese is a language that few people speak, especially your clients. If they are seeking your legal advice, they want it to be direct, simple, and communicated in a language they understand. Translate those difficult legal articles into plain language. Not everyone knows what liquidated damages are.

### Give them a reason to read the article

Few people would read an article titled: The Recent Court of Appeal Decision of White v. Brown. They might, however, be interested to read an article called "Can You Dismiss an Employee for Sickness?"

### Tell them who wrote it

Tell the reader who wrote the article. A link to your bio (and photo) will give the article context. Toot your own horn!

### Keep it simple

There's nothing more daunting than opening a publications tab on a law firm's website and finding a list of 250 publications. Where do you begin? Use your common sense in deciding whether to post a particular article on your website.

### Keep it current

Out with the old, in with new. Do some housekeeping and remove articles that are no longer relevant. Keep clients coming back to your site to read about new legal developments on topics that are important to them.

*"Translate those difficult legal articles into plain language. Not everyone knows what liquidated damages are."*

*Linda Rainaldi is a legal writer and editor in Vancouver. She was called the BC bar in 1980, and has worked in legal publishing since 1982. She has written many legal publications for lawyers and clients, and is skilled in translating gobbledygook into plain English. For advice on your website content, contact her at [ld.rain@telus.net](mailto:ld.rain@telus.net) or 604-732-7015.*

*"Humor is perhaps a sense of intellectual perspective: an awareness that some things are really important, others not; and that the two kinds are most oddly jumbled in everyday affairs."  
Christopher Morley*



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