

Chamber crowd hears how to find 'Success Again'

ALPINE ---- How do you find "Success Again" in the current economy? By taking discreet action steps, teaming up with someone, setting priorities and sailing on the seven Cs, according to Dick Heatherton, radio talk show host, author and motivational speaker. Heatherton amused and encouraged members and guests at the Dec. 13 monthly Hot Topics Networking Breakfast of the Alpine Mountain Empire Chamber of Commerce, held in the impressive Viejas DreamCatcher Lounge. "Don't be afraid to fail," Heatherton urged. "We forget about what it took us to get to this point."



The meeting included the announcement of Alpine's new Honorary Mayor, Larry Curtis of the Kiwanis Club of Alpine; recognition of new and renewing Chamber members and time to remember the people who have served or are in the nation's military forces. Topics included a progress update on building a high school in Alpine. Joseph Murray of Health & Freedom and Premier Mortgage & Real Estate thanked the Viejas Band of Kumeyaay Indians for contributing \$20,000 to help the Alpine Pony League over the years. He also recognized Wells Fargo Bank for its help with the league. Heatherton called on Murray, Susan Manis of Manis & Associates and Virginia Fellows of Virginia Fellows CPA to help him outline the need to take definite, specific action to overcome obstacles.

"You don't want to be general, especially during these tough times," said Heatherton. When it comes to choosing someone to help you, he said, team up with someone who knows you but isn't your competition. And don't select a friend, because a friend might be too positive or negative, said Heatherton. Using information gleaned from famous people he has interviewed, the speaker also urged everyone to set priorities and work on their most important ideas first. As far as the seven Cs, Heatherton said people need to experience enough pain to where they're willing to make a Change to get "out of Chaos and Confusion" into "peace and Calm." Citing an example, Heatherton said that he developed a song he wrote and sang a long time ago ---- "Traveling Man" ---- to the point where Volkswagen wants to use it in their European television commercials. For more information about Heatherton, call (310) 502-4331 or visit www.dickheatherton.com. To learn more about doing good business, phone the Chamber at (619) 445-2722.