

Hi #firstname#,

Welcome to High Ideals Member News.

from the desk of Noel Posus

Director of Training, Research & Development

It was July 2008 and I was in the Gold Coast for a week to do some writing on a book project. I get a call from my dear friend and colleague Karina Butera who just happens to also be in town with her family. We didn't know each other were going to be there and couldn't have imagined the impact the coincidental timing would have on us.



We caught up for a coffee on a Sunday morning and Karina wanted to share her big idea with me, get my thoughts on it and to explore if it had some legs. That big idea was High Ideals.

It's just under a year later and we're up and running with all of our systems in place, from the training of our assessors through to a comprehensive quality management system, and of course, our beautiful website.

It's amazing to me how much we accomplished in such a short space of time.

What's the key message or lesson learned here?

I believe that when you have an incredibly powerful and attractive idea like High Ideals, you attract incredibly focused, passionate and collaborative people to make it happen. Karina has been an absolute inspiration driving this project and I'm happy to have been able to contribute to this amazing venture.

However, my hat goes off to all of the other folks – the friends, family members, colleagues and numerous other supporters – who all played a significant part in getting High Ideals to go from a Sunday morning café napkin conversation to become the values driven organisation that connects and promotes those who raise the bar in business practice. Thank you!

Best wishes,
Noel Posus
Director of Training, Research & Development

spotlight on values ...

Living the values is essential. In each edition of High Ideals News we will be giving an example of how to live one of the values of High Ideals. This edition, we're looking at Optimism.

Optimism refers to the consistent demonstration of a "glass half full" or better attitude and to inspire others to explore a similar attitude of themselves [click here for more](#).

making a global & environmental impact ...

a note from our G&EI Manager, Gary Scholz

Hi everyone, I have just got back from a great week in Melbourne where I had the pleasure of connecting with many of our new members. I had a fantastic time meeting new and interesting people, people who are passionate and sincere about making a difference in their businesses. It was a real pleasure to listen to Susan Barton, founder of the Lighthouse foundation. Susan has brought hope and positive change to so many of our young people. If you would like to get involved in the great work Susan and her team does, here is the foundations website: <http://www.lighthousefoundation.org.au/>.

I recently came across another inspirational and passionate person by the name of Claude Lewenz who I would like to share with you all. Claude has focused much of his life on building sustainable villages. On 2 February 2008 he gave a

new member update

We are delighted to congratulate and welcome the following New Members to High Ideals:

- Linda Spinnato (NSW)
- Ellise Thiessen (VIC)
- Peter Combos (ACT)
- Abbey Cappiello (NSW)
- Lia Scomazzon (VIC)
- Enda Eames (VIC)

notable special offers

We would like to draw to your attention the following Member special offers:

- [20% off Competitor and Keyword Analysis for Search Engine Optimism](http://www.contactpoint.com.au/) <http://www.contactpoint.com.au/>.
- 20% off any individual or team DISC profiles ordered through Project Balance in the month of June. <http://www.projectbalance.com.au/>
- Free consultation on bookkeeping services from Leigh Hill (see his High Ideals profile).

Don't forget to check out all the [special offers](#).

member noticeboard

One of our pending Melbourne members, **Peter Stephens**, has notified us that he is currently looking for full-time employment opportunities in general or commercial management. He has a general managerial background, running his own businesses as well as working for large organisations with a focus on financial management. If you hear of any opportunities, would you mind alerting Peter, he can be contact on 0418 361438. Thanks so much!

very special request

We want to start our **High Ideals public awareness raising campaign** as soon as possible, which will involve seeking out media coverage in the news, current affair shows and trade magazines. However, it will not be prudent to commence the PR campaign before we have a strong membership base, as journalists will want to interview members, see case studies and be confident that there is substance to what we are doing.

Therefore, we need to build our membership base as quickly as possible.

You can help!

- Please tell others about High Ideals. If they act within our value set encourage them to consider membership. If every current member attracted TWO new members, and each of those attracted TWO new members, we would have 300 members and be able to commence the PR campaign immediately.

- If you know of anyone in PR who may be inspired to help us promote the High Ideals vision and venture, please let us know so we can make contact with them.

keynote speech to the Thought Leaders Summer Conference in Sydney. Attended by business and innovation leaders from Australasia, the speech struck a cord, the challenge was accepted, and the thought leaders at that conference began what now is emerging as the *Sydney Region Village-town*. This is an extremely innovative and positive way forward in rebuilding communities. I think you will find the concept fascinating. Check out the video at:

http://syd.village-town.com/index.php?option=com_content&view=article&id=39&Itemid=54

Here is the link to the main page:
http://www.villageforum.com/index.php?option=com_content&view=article&id=49&Itemid=12

Please send me information about websites, books, movies, authors, speakers, video's and any other resources that could interest your fellow members. The more information you can share with me, the more we can share with each other and the general public, so we can all do our bit for this precious planet of ours.

Please do not hesitate to contact me at gary.scholz@high-ideals.com. I look forward to hearing from you.

launch of High Ideals ...

After five years of pondering it, and 12 months of talking about it, planning it and creating the organisation, on Thursday night we had the official launch of High Ideals.

What an absolutely wonderful feeling it was for me to be in a room full of people who are an absolute pleasure to be around! I was so excited to meet those founding members who have taken the leap of faith and joined our community. I thank you all for the positive, helpful and encouraging feedback you provided. It has been, at times over the past year, a daunting project for me to work through and there have been more than a few occasions when I have doubted the feasibility of the idea. But Thursday night showed me that my intuition was correct, and there are many other people out there who want to not only connect with others who share their standards, but also want to be part of a positive and dynamic change of focus in business – from one of taking, competing and hoarding, to one of sharing, giving and growing.

Thank you for those who attended and brought their vibrant and open energy to the evening – not only were there people from all over Australia at the launch, but we had new founding members come from the outer regions of Victoria – such as Lia Scomazzon who drove in alone all the way from the Mornington Peninsular – what a courageous and honourable act Lia! Thank you so much – and thank you to everyone who made the effort to join us on the night.

For those who were unable to make the launch, I look forward to meeting you at a function near you in the not too distant future. Please keep reading the fortnightly newsletter and your High Ideals emails for notification of upcoming events.

With much gratitude & best regards,
 Karina



[High Ideals Website](#) | [Contact Details](#) | [Become a Member](#)

- If you have already received value in one way or another from your High Ideals membership and would like to share that in a testimonial or by being part of a media interview, please let us know.

If you could help in any way we would love it! Please contact Karina (<mailto:karina.butera@high-ideals.com>) with suggestions or enquiries.