

Hi #firstname#,

Welcome to High Ideals Member News.

from the desk of Karina Butera Founder & Managing Director...

Can someone please tell me where this year has gone? It's scary isn't it, how the days run into weeks, then months and the plans we made at the beginning of the year still taunt us for not having completed them.

I have been thinking a lot lately about the reasons people don't follow through with their commitments, and while it would be easy for me to label them as lazy or lacking fortitude, I think there's a much more realistic explanation. I notice how the majority of people have great intentions and want to contribute in a positive way to projects that they care about. Yet, we operate in such a fast paced world that our good intentions get swept away with the days on the calendar, and eventually we realise it's probably 'too late' to follow through on our original plan or commitment, so we give up.



I've made a personal decision this week to lighten up on my expectations of others, and also to do what I can do today and try not to get upset with myself over the things I can't do. If you have been frustrated lately by what you perceive as other's lack of integrity, take a moment to accept the reality of all of our lives - we're busy, but that doesn't mean we don't care. If you have been frustrated by your own lack of follow through, choose one thing today that you can follow up on that you've been putting off. Follow it up with honesty and without making excuses. Then show some gratitude to yourself this evening for doing what you could today.

While I write of gratitude, I wish to share with you our latest personnel news. Recently, our **National Membership Manager**, the lovely **Abbey Cappiello**, had a change in professional circumstances and was unable to continue in her High Ideals role. I'd like to take this opportunity to thank Abbey for the massive levels of positivity she brought to the role, and for doing all she could to accommodate it into her busy working life for as long as she did. Although Abbey is no longer an active member of the management team, she remains a loyal and enthusiastic member who will continue to be a brilliant High Ideals Ambassador. Thank you Abbey!

I am so fortunate and grateful to have the amazing **Julie Saunders** in the High Ideals team. Not only is Julie my own personal assistant in each of my businesses (I mean no disrespect to Julie not to call her an 'executive' assistant, but I'm not an executive and the role she plays in my life surpasses the professional, so the now outdated term of 'personal' assistant is a far more appropriate title), but she has been wearing the hats of Administration Manager, Events Co-ordinator and Newsletter Editor for High Ideals over the past year. When asked if it would be too much for Julie to add the National Membership Manager role to her position-smorgasbord, she jumped at the opportunity and has taken it on with high energy and enthusiasm. So please join me in welcoming Julie as our new National Membership Manager, and know that she welcomes contact from you (julie.saunders@high-ideals.com) if you have any ideas you'd like to share with her about the value we can provide our members.

Two new features have been added to this High Ideals newsletter. I am excited to be able to add a **'Member Spotlight'** to the newsletter, where our members are able to share their thoughts about operating within a highly idealistic framework with their fellow members. This week's member in the spotlight is **Malcolm Dawes**, who I had the privilege of meeting in person at the last Sydney gathering. Malcolm is one of those busy people, who even if it means writing from airports, will meet his commitments - thanks so much Malcolm!

The other new feature, **Altruism Awareness**, comes from my concern about the current plight of grassroots charities. There has been much concern within the non-profit sector about the impact the recession and recent natural disasters have had on their revenue through donations. There are some amazing people out there who are selflessly and passionately giving of their time, ideas, talents and energies to help in the hundreds of causes that tug on their heart strings to lead. Having a featured charity in each newsletter is one way that we at High Ideals can raise awareness of the altruistic work being done in our communities and around the globe. In doing this I hope our members will be moved to do what they can to have a positive impact on the lives of those less fortunate.

This has been a long chat 'from the desk' and there is much more I'd like to share with you, but I'll let you go on to be inspired by what everyone else has to say. Enjoy

new member update...

A reminder that we have a few spaces left for our Leap of Faith offer available to the first 50 membership applications received. If you know of someone who embodies the values of High Ideals direct them to the High Ideals website.

notable special offers...

If you are a promotional member who would like to offer your services at reduced rates or special value to members, please make sure you enter your special offer details on your home page log-in. If you would like to see what special offers currently are available to High Ideals Members, don't forget to check out all the special offers.

events on the horizon...

Thursday, October 15th Sydney gathering.

White Horse Hotel,
381-385 Crown Street,
Surry Hills
From 6.30pm til 9pm.

Thursday, October 1st

Melbourne gathering.
CQ Bar, 113 Queen Street
Melbourne
From 6.30pm till 9pm

Guests welcome!
Email info@high-ideals.com to register.

general notices...

Please remember to update your business cards and CVs to reflect your membership with High Ideals.

You can download the High Ideals Founding Member emblem from the 'Members Only' section of the website.

this newsletter and enjoy being part of this community of kind-hearted and idealistic people.

With gratitude and best regards

Karina

spotlight on values...

This months value is **Contribution to Community**.

Contribution to community is the demonstration of the commitment to do something to leave a positive stamp on the broader community - local, regional and or global. Click here to read more about your [Contribution to Community](#).

making a global & environmental impact... a note from our GE&I Manager, Gary Scholz

I found a great web site recently called Kiva <http://www.kiva.org>. Kiva is an organisation that helps people like you and I connect with those less fortunate. They lend money to a specific entrepreneur, empowering them to lift themselves out of poverty. Kiva believe that one of the best ways to empower our neighbours is to give them opportunities to become economically independent, improve their standard of living, and alleviate poverty for themselves and their communities. It's such a great idea that I've joined and I'm in the process of donating to one of the many groups/individuals displayed on the website.

Many of us feel trapped and frustrated about doing something positive in our world, if you have been looking to give back to others, perhaps what Kiva does will resonates with you as it did with me.

I am very pleased to announce that we are now in the process of uploading resources under many of our categories within the Global and Environmental Impact section of the High-Ideals website. Each week we will add interesting and informative websites, books, videos and so forth, so keep this in mind and check out the G&EI section of our website.

Also thanks to Malcolm Daws for sharing a great idea that can be found at http://www.ecofont.nl/downloads_en.html. It's another simple yet effective invention to help with consumption of ink when printing.

Those that know me personally, will know that I released a conceptual document on the 090909 outlining my ideas and ideals about how we could be doing things better on our planet. The document can be viewed at www.leapfrogrevolution.com.

There is an executive summary for those that don't have the time to read the complete document. Yesterday I put my concept forward to the Perfect Pitch at www.perfectbusiness.com. They're a bunch of investors including Richard Branson who aim to fund winning entries of innovative business ideas. I will let you know in a few weeks if the Leap Frog Revolution concept gets the nod and I am asked to go present the concept to the panel. In the meantime, if you know of anyone who would like to be involved in the development of the Leap Frog Revolution concept, please pass on the website details.

Cheers
Gary

member spotlight... by Malcolm Dawes

Since joining High Ideals as a founding member a lot has happened to the dta WORLDWIDE business.

In May this year, I visited India on a five day trade mission organised by Austrade (the Australian Government Trade Commission). It was my fifth visit to India although the first to actively promote dta WORLDWIDE and to identify potential business partners. Top of the agenda for a number of people I had mentioned my visit to was the "honesty" and the "chance of your Intellectual Property being stolen" if I were to form any partnerships. Why would it be that people had this view of India - or any other country for that matter? Ignorance, lack of knowledge or perception based on hearsay?

The fact is that Integrity is the most important factor in any business activity. Without it all else fails. When meeting the people that are now signed up as partners, the first thing we seriously discussed was openness, transparency and honesty. Without which all parties felt we should not take the discussions further. Suffice to say that the people who work at and with dta follow those values closely. These are not employees of the company but alliance partners and franchise partners who believe in the importance of that critical High Ideals value.

I discovered the same applied to a trip to South Africa in July and also to the signing of a partner in Melbourne in June. I repeatedly come across cynics, doubters and those who believe that everyone is out to get them, or do them a disservice. It is not the case - at least if you believe that honesty and integrity are foremost in business and all else in life. I often quote the phrase "behaviour breeds behaviour". It is surprising - if you display the values of trust and integrity, the chances are they will be reciprocated.

I started to write this item on 4th August 2009 in Melbourne airport after having been invited to do so by Karina Butera. As I finish this, I am on a flight to New Zealand from Sydney on 19th September 2009. I am not sure what that says about me or my ability to get the literary juices flowing! Thanks to Karina for giving me the opportunity to share my thoughts and for the patience shown in waiting for the article to materialise!

altruism awareness... **by Karina Butera**

Unfortunately there are thousands of pockets of society that are not well supported from an economic, political or physical perspective. Some of these pockets are small, others are enormous. What they have in common is that they rely on the big hearted, empathy and support of those with social consciences to get by from one day to the next.

One such pocket, a very large one, is **Cambodia**, where whole villages are being destroyed and their people - men, women and children - are being abused and displaced. They are herded off to make-shift camping grounds with no clean water and only the very basics for survival.

One amazing young woman, **Leigh Matthews**, has spent extensive periods in Cambodia, working to help these communities through her charitable organisation: the **Future Cambodia Fund** (www.futurecambodiafund.org). She has made such incredible personal sacrifices and had such dramatic impact through the work her of team that she was named the Victorian Young Australian of the Year (2009) and was given by the Junior Chamber of International Commerce one of 'Ten Outstanding Young Persons of the World' awards.

Leigh is a beautiful, dynamic, unassuming, wise and realistic young lady. When I met her yesterday, I could see that she was wearing high levels of battle-fatigue, and the reality of her own financial security was concerning her greatly. I gave Leigh my commitment to doing whatever I can to 'give back' to her what she has given of herself.

What you can do is keep your ear to the ground. If you know of any corporate events looking for an amazing guest speaker; if you wish to support Future Cambodia Fund through financial support or if you are interested in giving practical support, please contact Leigh at leigh@futurecambodiafund.org.

On behalf of all members of High Ideals, Leigh, **thank you for caring!**

