

# ARIZONA NOTES

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## President's Message by Carolyn Sullivan



First, I want to say thank you, thank you, thank you for being here. I know many of you went to Vegas; you didn't need to come, but we appreciate so much you being here and supporting us.

As I was driving over here this morning, the thought came to me, now, how did I get myself into this? And then the next song that came on the radio was "Over My Head," The Fray, everyone knows I'm in over my head, and I thought, well, that's kind of fitting for how I feel right now.

But I would like to share with you just a few thoughts that I have had over the last months. A good friend of mine a few months ago was providing CART to a person at an education conference. She was sitting behind him with her machine and he was following the session on her iPad. When that first class ended, he turned around to her with tears in his eyes and said "Thank you so much. I've never gotten so much out of a session."

I think we all have had those situations out of the many hundreds of work days where something touches us and it changes us and it makes us realize that what we

do is important to someone. Those are the times when I'm writing and I'm thinking to myself I really want to do a good job for these people because this is so important to them. I think the CART people, I'm sure it's probably not always this

way, but I think they're lucky that they probably more than most of us get to have direct contact with that person who is the ultimate recipient of their services. We freelancers and officials, you know, maybe clients are there sometimes, but most of the time we're just dealing with the attorneys. I think they're very lucky to be able to have that contact.

We can never forget that we are providing a service and usually that service comes at a time when someone is very emotional and stressed and has a lot on the line, and we are an important part in helping them be able to resolve that.

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# FACE READING FOR SALES

by Mac Fulfer

There are numerous ideas and theories on the art of sales, including many guaranteed sales approaches from Dale Carnegie to neuro-linguistic programming. The bottom line is that in sales we are trying to convince a stranger to shift their position from, “Why would I want that?” to “I really want that and I am willing to pay money to have it.”

The problem with a fixed sales approach is that “one size does not fit all.” Humans are too unique to stereotype or be able to predict their behavior from a formula. Face reading puts an end to stereotyping. Instead of judging a person based on a few external facts and then placing them in their appropriate box, face reading describes the person in the same manner you would describe a snowflake. Since all snowflakes are unique, the only way to describe one is by explaining its parts. With face reading, instead of a judgment of the person you develop an accurate description of their personality and you will begin to see others as they see themselves.

The art of sales has less to do with how smart you are, how good you look, or even the qualities of your product and more to do with your ability to connect with the other person. If you can stand in his or her shoes and see how they see the world and what motivates them the battle is half won. The challenge is that we all have developed social armor in part to hide our true feelings

and in part to feel less vulnerable as we confront the world. In sales, the true test is to see and get past the person’s natural armor.

The use of face reading in sales is really about developing a relationship. We all know it is much easier to sell something to a friend than a stranger because a friend is willing to let down their defensive armor and at least be receptive to what we have to say. What makes a person our friend is their ability to see us, understand us, and in some ways validate who we know we are. Face reading is a tool that gives you the ability to truly see, understand, and validate every person you meet.

Face reading allows you to see the hidden clues and cues that slip past a person’s defensive armor. By acknowledging and responding to the other’s true but unspoken feelings a deep rapport develops. Your client will soon feel that you understand them better than their own friends and as a result a connection is made.

Face reading goes beyond learning a few sales gimmicks or tricks. It actually allows you to connect on a deep level with every person you meet and will change the way



you see everyone. Face reading provides the opportunity to develop your own most effective self by creating present moment, unguarded, authentic interactions. In these moments of connection friendships are forged that will change your relationship with your clients. Face reading will not only help you develop business opportunities but will also open the door to your own personal growth and effectiveness.

# STARTING ANEW

by Mike Bouley

Starting anew. It's life's recurring gift, whether you ask for it or not. Some renewals are simple, such as the morning sunrise, a new year, or the start of another baseball season. Others affect us more profoundly. Births and deaths. An empty nest. A fork in life's road that starts a new path. We can never start over, but we must constantly start anew.

For me personally, New Year's Eve is not a time to party. For me, that night is generally spent reflecting. I like to recall the memorable moments of the year, and read them like clues from a lost civilization. How did these things articulate, and what did the big picture turn out to be? What was really going on here? What did it amount to? Because when the morning comes, it all starts anew, and those things are forever filed in the life drawer marked "2017", or whichever year it is. No going back. Over. Done. Closed. Next?

We wake to a new calendar year, no stopping it, and carry on.

So here we are in 2018. We all have a new date to write on our certificate pages, checks, and correspondence. But what else will be new for you this year? A new writer? A new client? A new certification or career move? Oh, wait. Maybe that's me!

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## Third Annual Jim Bouley Speed Contest

by Linda Cantrell

The **Third Annual Jim Bouley Speed Contest** took place September 15, 2017, at the We-Ko-Pa Resort in Scottsdale. There were three legs to the test, which included testimony/Q&A at 270 wpm, jury charge at 240 wpm, and literary at 220 wpm.

As many of you know, Jim Bouley loved to compete in speed contests. It's so exciting that we, as an association, can honor him with this competition each year.

### Congratulations to the speed contest winners!

**Diane Sonntag, 1st;  
Mike Bouley, 2nd;  
and Teresa Van Meter, 3rd.**

Mark your calendars for the **Fourth Annual Jim Bouley Speed Contest**. It will be on September 14, 2018, at the Westward Look Wyndham Grand Resort and Spa in Tucson. Hope to see you there!



*Pictured above: Marylynn LeMoine, Diane Sonntag, Mike Bouley, Teresa Van Meter*



## **In Memoriam: Robert D. Greenfield**

Robert D. Greenfield, formerly of Phoenix, passed away on January 7, 2018, in Long Beach, California.

Bob was born in Pease, Minnesota, to Fritz and Gladys Greenfield. Bob and his siblings grew up living at the family's café and gas station. Bob was in Massachusetts training for the Army Security Agency when he met his soon-to-be-wife, Hazel. He would serve his time for the ASA in Alaska breaking Russian code. Thereafter, Bob and Hazel married and in 1963 moved to Phoenix, where he would start a successful career as an official and freelance court reporter for over 40 years.

As an official court reporter, Bob worked for Judges Thomas Tang and Roger Strand, both of whom became Federal District Court judges. Bob was a freelance agency owner for more than 30 years and retired at age 62 due to medical reasons. Bob served as president of the Arizona Court Reporters Association (1969-70) and was a DSA recipient (1996).

While in Arizona, Bob and Hazel were blessed with five children, Beth (deceased), Lisa, and Robert, Judy and David Swartz. Bob attended Bethany Presbyterian where he served as an elder and was a Sunday school teacher. He also loved to sing in the Barbershop Quartet Association and several other choral groups. His favorite pastime was playing cards with anyone who would sit down with him and he enjoyed this until his death. Bob and Hazel loved to "adopt in their hearts" several young people – unconditionally. Bob is survived by his wife of 62 years, Hazel, sister Mary Dugan, daughters Lisa and Judy, sons Robert and David, and grandsons Robert, Chase, and Cooper Greenfield, Aaron and AJ Swartz, and Hunter Clare.

Services will take place at the California Heights United Methodist Church in Long Beach on February 10 at 2:00 p.m. Flowers or condolences may be sent to the church in Bob's name or donations may be made to the Arizona Court Reporters Association.

## **OFFICIALLY AVAILABLE!**

The following counties have official positions open!

**Coconino County - Flagstaff**

**Yavapai County - Prescott**

**Mohave County - Kingman**

**Maricopa County - Phoenix**

Jobs posted on the individual county websites, or contact Mike Bouley at [istenoit@yahoo.com](mailto:istenoit@yahoo.com) for more information.



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Now I'm going to turn to politics for just a minute. But don't worry, I'm not going to get political. Just to make a comparison. We all know, particularly in the last 15 to 20 years, how divided our politics has become in our country. And sometimes we talk about those people in Washington and we say why can't they just put aside their personal problems and their personal beliefs and work together for the good of the country? But I would ask you can we really expect that of them when they are making decisions that affect hundreds of millions of people if we can't do it ourselves?

In that same time period, about 15 to 20 years, our profession has had some serious challenges, and our association also. There hasn't always been agreement about how to deal with those challenges. And even today you look at our code of conduct and there's probably not agreement among everyone about what exactly does compliance with the code mean. Our attorney, Jimmy Cool, once referred to us as five-percenters. We've all heard the statistics that only 5 percent of people that begin court reporting programs actually finish and become court reporters, so he called us the five-percenters. Well, when you are in the 5 percent, you have a lot of smart people all together, and so there obviously will

be a lot of different opinions. And we won't always agree, but we need to agree to disagree and part as friends and work together.

In a few days, I will celebrate my 33rd anniversary as a reporter. I took my first deposition on my birthday, so it's easy to remember my reporting anniversary. From day one in this profession, I have heard the drum beat of gloom and doom about our profession, and it certainly hasn't gotten quieter over the decades. It's gotten louder and louder. We have to come together. We have to be unified.

As I said, there are a lot of different opinions about what should happen with things, and we can have different opinions. I will say if you feel like you have firsthand information that someone in our profession is damaging the profession and not complying with the rules, please, by all means, talk to that person. Or if you feel it's serious enough, go to the CR board. But we need to change. We cannot afford to have the rumors, the personal attacks, and the infighting that has gone on in the past. We have to be unified for the future.

Any time we have the opportunity, we need to be building each other up and avoiding at all costs tearing each other down. We will never agree on everything, but there is more that

unites us than divides us, and we have to work together. I would hope that if someone comes to you and starts to tell you something negative about another reporter that you will stop them and say what is the source of this information? Do you know this firsthand? And if you are attempting to pass along something that is 20 times removed from the original source, please stop and ask yourself do I really know that this is true.

I heard someone comment recently that probably the biggest problem of professional associations is that they suffer more problems from squabbles within than any of the problems that they face from external forces. We've had our struggles over the years, freelancers among freelancers, officials and freelancers, officials versus officials. Of course we're not going to agree, but we need to work together.

Now, speaking of working together, I want you to look around your table. We usually have eight people at a table. Today we have fewer so that you can all face this direction. But imagine you have ten people at your table and then imagine that you and your nine friends are responsible for everything that goes on with ACRA. It's a little overwhelming. There are only ten of us on the board. Many hands make light work, and we don't have many hands. We need a lot more.

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If you were to have asked me a little over a year ago if I was going to be president elect and president of ACRA, I would've said ha-ha, no, I'm getting off the board; I've been on the board for over four years, I'm done. And if you would've asked Kate Roundy probably two months ago if she was going to be the president elect, she would've said no, no, no. In fact, that's what she did say I think the first couple times I asked her. She finally gave in. But we need a lot more people.

Now, I'm happy to announce we do have many committees on ACRA, and if you will see towards the back of the room by the doors you'll see that strange little board. That's actually a sign-up sheet for committees, and I'm excited to announce three new committees.

One is called the interstate coordination committee. It has become more and more important for us to coordinate with other states and to know what's going on in other states so that we can help each other. There are emails that come across too numerous to count, and I as one person certainly don't have time to read all of them and track them and keep track of what's going on in other states. We need a committee to do that. We need people that are tech savvy and would like to communicate with other states. So we need help with that committee.

Another committee, speaking of other states, is the multistate convention committee. I've been in contact with some of our neighbors, and they're excited about having a multistate convention in the future. We're looking at the spring of 2020. As Kristin announced, the NCRA convention in 2018 is in New Orleans and 2019 it's in Denver. So that's kind of close geographically, and so we're looking at the spring of 2020.

Back in the '80s, New Mexico and Colorado had a combined convention in Durango, Colorado, and the New Mexico association has told me they are still talking about it, how much fun it was. So I reached out to Nevada, Utah, Colorado, and New Mexico, and we'll kind of see what shakes out. But we need a committee for that, and that would be a multi-year commitment. We'd like the same people to be involved in that planning throughout. And we'll see what kind of a multistate convention we can put together for the spring of 2020. So we need people for that.

Now, the last committee is called the outreach committee. I've divided the state into six regions, and each region will have two regional liaisons, preferably a freelancer and an official for each region. These regional liaisons will have a few functions. Maybe the most important is communication with the ACRA

board. So say, for example, you are a reporter in Lake Havasu and you have an idea or maybe a complaint, and you don't really want to email ACRA directly and have it be known; you want to remain anonymous. But you know Michelle in Yuma. Everybody knows Michelle in Yuma. So you call Michelle and you say, hey, Michelle, I have this idea or I want to -- I have this gripe with the ACRA board. I want you to communicate that to them. So you have a direct line. You can always email us any time you want, but if you want to stay anonymous or you're a little shy, you can go through your regional liaison and have them communicate that to us. I have a few people that have already volunteered for that, but we need a lot more.

Your region will be based on where you live. So your office may be in Phoenix or you may work 90 percent in Phoenix, but if you live in Glendale then you are in that region, that part of the valley. So I have the maps of the state and then the detail for the valley, metro Phoenix, on there. So please look at that at the back and please get involved. We need everyone's help.

There is so much to do and there's so much that we can do. If everyone just does a little bit, we can accomplish amazing, amazing things.

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I do have to make one last comment about the speed contest participants. I was able to help with the speed contest yesterday and help grade with Marylynn. Oh, all I can say is I bow to your greatness. Those of you who participated in the speed contest, it was so impressive. To be listening to the test at those high speeds and read an entire page with not a single error on more than one test, it's truly impressive. We have some great writers among us. And just listening to it, it wasn't as bad as I thought it would be, and I was kind of thinking maybe I'll actually do this next year. So I would encourage a lot more of you to come and participate in that next year.

So thank you for coming. Please let's be united. Let's not do ourselves in with backbiting and infighting. And, please, we need you. Please sign up for a committee. Don't wait to be asked, as Doreen said. Don't wait to be asked to be on the board or to be on a committee. We often reach out and ask people if they would like to participate, but we don't know everyone out there and we don't know what your life situation might be. If you would be willing to participate, if you have that availability, please contact us and let us know if you would like to be on the board and sign up for a committee.

My email and cell phone number are on the membership directory of our ACRA website. Please call me whenever you want. I would love to hear from you. I promise that I will do my best to serve you the best I can this year.

Thank you,  
Carolyn Sullivan

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But seriously, what will you do with this fresh start? I believe these are conversations you want to have with yourself, with others, with your Higher Power, whatever that means to you.

You see, even renewals don't last forever. We only get so many drawers labeled with year numbers. We want them to contain growth and experiences, and stuffed so full of love that they feel hard to close. That is a drawer well used. The drawers make up a cabinet. The cabinet is your life.

Now that the Holiday decorations are packed away, and the last of the candy has been eaten, consider this: Our noble profession provides great opportunities. Our family and friends provide abundant love. Our communities and country provide us peace and prosperity. Do you consider yourself sincerely blessed? I surely do.

This is a great time to acknowledge that, to enter the new year with a feeling of promise and hope. A year can seem big and small at the same time. Big enough for dreams. Small enough to be full on December 31, like it or not.

I'm so grateful we begin this new year together, as professionals, friends, family. I wish you all a healthy, happy new year, and an amazing experience as we all start anew!

Mike Bouley

