

## **The Dreaded Chat**

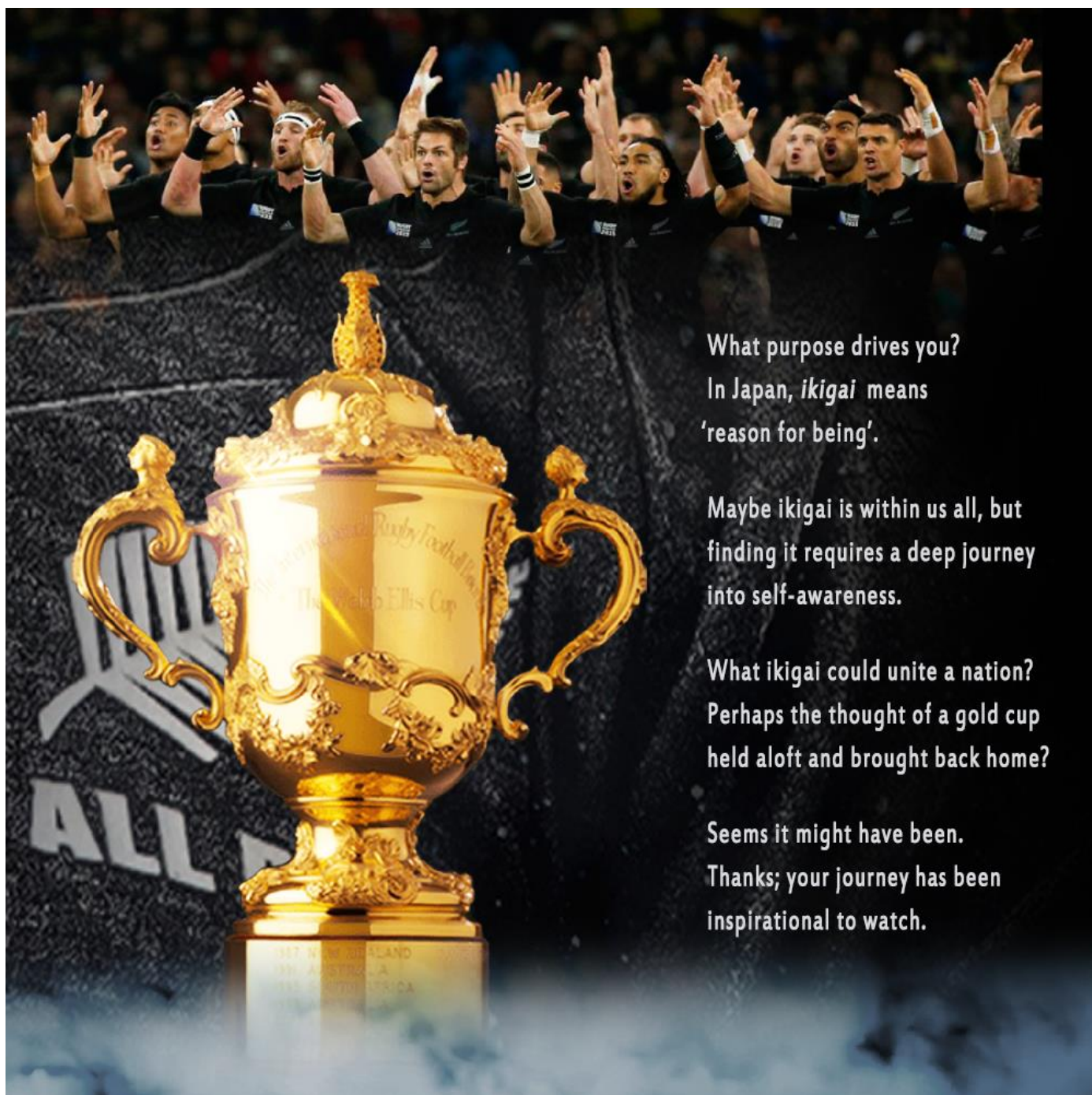
- ♦ Proofreaders Required!  
Fiction, **P.12**

## **A New Career?**

- ♦ Lots of Choice!  
**Look Inside >>**

## **Death To All Sugar?**

- ♦ Brian Morris discusses.  
**P.2**



What purpose drives you?  
In Japan, *ikigai* means  
'reason for being'.

Maybe *ikigai* is within us all, but  
finding it requires a deep journey  
into self-awareness.

What *ikigai* could unite a nation?  
Perhaps the thought of a gold cup  
held aloft and brought back home?

Seems it might have been.  
Thanks; your journey has been  
inspirational to watch.

## **Is 24 Hours Enough?**

- ♦ It's what you do with time  
that makes the difference.  
**P.6**

## **Pylon Sculpture**

- ♦ A symphony in Steel.  
**P.8**

## **Reinventing Towns**

- ♦ Books to the rescue.  
**P.5**

# Elephants in the Room?

Rugby World Cups and refereeing decisions?

Buying guns illegally in New Zealand?

Too many fat children in New Zealand?

Children's obesity and rotting teeth should be the easiest to fix.

It could be resolved if the Government tackled the problem instead of side-stepping it.

Are we all agreed that extra sugar added to our nation's processed foods and drinks is a major cause of obesity?

Yes.



Huge amounts of sugar is in our fizzy drinks, cakes and so many manufactured food products – including tomato sauce, cup'a'soup and baked beans (7 teaspoons of sugar per normal size can).

Agreed?

Yes.

For now, the Government has announced it is too difficult to put a separate sugar tax on each manufactured food item that contains sugar.

Yes, it would be complicated.

And 2017 is election year.

But let's consider a far easier solution.

Almost all of our sugar is imported. That means the Government could add a significant sugar tax as this raw material is imported across our wharves.

One hit and the job is done.

The increased cost of sugar that goes into soft drinks, cakes, biscuits, pies and a thousand other things will be passed on to the consumer.



An increase in manufacturing cost means all selling prices will increase automatically.

In this case, **the increase will reflect the quantity of sugar in each product.**

Higher prices usually reduce sales volumes, as we have seen happen with tobacco.

Isn't reducing consumption of sugary drinks and sugary foods the objective?

A sugar tax added at the wharf means there will be no need for product exceptions, exemptions and dubious grey areas of definition.

Thank you Russell Baillie for suggesting this simple method of applying the sugar tax.

According to Consumer Magazine: Ireland, France, Hungary, Mexico and 33 US States have already added taxes to sugary drinks.

It makes sense, though it might take a decade before we see the benefits.



Starting now has to be the right thing to do.

The Consumer website has persuasive facts and figures. ■

[www.consumer.org.nz/articles/sugar](http://www.consumer.org.nz/articles/sugar)

**Brian Morris** | Principal

## On NZIBS website

Learn new skills and create a new career for yourself.

**Freelance Travel Writing and Photography:**

[http://nzibs.co.nz/?page\\_id=40](http://nzibs.co.nz/?page_id=40)

**Journalism and Non Fiction Writing**

[http://nzibs.co.nz/?page\\_id=38](http://nzibs.co.nz/?page_id=38)

**Sports Journalism**

[http://nzibs.co.nz/?page\\_id=60](http://nzibs.co.nz/?page_id=60)

**Internet Entrepreneur**

[http://nzibs.co.nz/?page\\_id=1726](http://nzibs.co.nz/?page_id=1726)

**Creative Writing**

[http://nzibs.co.nz/?page\\_id=28](http://nzibs.co.nz/?page_id=28)

**Romance Writing**

[http://nzibs.co.nz/?page\\_id=58](http://nzibs.co.nz/?page_id=58)

**Mystery and Thriller Writing**

[http://nzibs.co.nz/?page\\_id=50](http://nzibs.co.nz/?page_id=50)

**How to write poetry**

[http://nzibs.co.nz/?page\\_id=44](http://nzibs.co.nz/?page_id=44)

**Writing Stories for Children**

[http://nzibs.co.nz/?page\\_id=83](http://nzibs.co.nz/?page_id=83)

**Writing Short Stories**

[http://nzibs.co.nz/?page\\_id=79](http://nzibs.co.nz/?page_id=79)

**Writing Your First Novel**

[http://nzibs.co.nz/?page\\_id=85](http://nzibs.co.nz/?page_id=85)

**Life Coaching**

[http://nzibs.co.nz/?page\\_id=46](http://nzibs.co.nz/?page_id=46)

**Digital Photography for Beginners**

[http://nzibs.co.nz/?page\\_id=30](http://nzibs.co.nz/?page_id=30)

**Professional Freelance Photography**

[http://nzibs.co.nz/?page\\_id=130](http://nzibs.co.nz/?page_id=130)

**Proofreading and Book Editing**

[http://nzibs.co.nz/?page\\_id=56](http://nzibs.co.nz/?page_id=56)

Information on any course we provide is available by telephone: **09 5366182** or **0800 801994**.

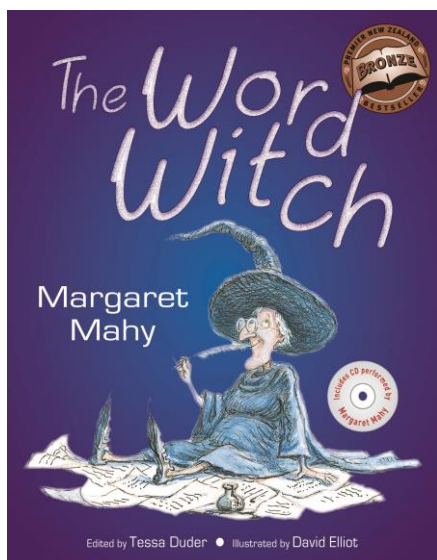
You already have one foot on the first rung of a ladder. Your climb could take you to the stars.

Call **Carol Morris** | Registrar



## Book of the Month

Who doesn't know and love Margaret Mahy? Here are 168 pages filled with 60 of Margaret's best poems for children.



You can read them quietly for your own enjoyment.

Better still, read them aloud for children's enjoyment. This is my reliable source book when I read poems to children at my local Saturday morning market square.

This book is lavishly illustrated. PLUS, the CD included features Margaret reading her own poems. RRP \$40. ISBN: 9781775540014.

## Think Global!

Some interesting conversations take place on the NZIBS Facebook page\*.

One earlier discussion was along these lines: ***You can't expect me to be financially independent. I live in a small town and there's no work here.***

**Fi McCafferty** wrote her answer: *"I am a designer living in Geraldine and I serve clients in Auckland, Queensland, London and Hollywood."*

**Principal Brian Morris** wrote:

*"Fi, congratulations. You are living proof that skilled people in small town NZ can provide services to the WORLD and earn a good income doing it. Well done!"*

*All skills are learnable. Too many people don't think outside their town square. I hope your experience encourages others to give it a go.*

*Think GLOBAL."*

## Travel Writing; a story in every town

Travel writers can always find something to write about. Try asking fellow travellers about the disappointments they've had on holiday. Their answers might surprise you. Either way, you'll find a story for your article or blog.

### Here are a few gems:

"There was no sign telling us you shouldn't get on the hot air balloon ride if you're afraid of heights."

"We bought 'Ray-Ban' sunglasses for five euros from a street trader, only to find out they were fake."

"I spent a whole week on safari and didn't see any pretty animals. There was only a load of wild antelopes."

"My fiancé and I booked a twin-bedded room but we were put in a double-bedded room. We now hold your hotel responsible for the fact that I'm pregnant. This would not have happened if you had put us in the twin-beds room we booked."

"The beach was too sandy. We had to clean sand off everything when we returned to our room."

"On my holiday to Goa in India, I was disgusted to find almost every restaurant served curry. I don't like spicy food at all."

"I was bitten by a mosquito. The brochure did not mention mosquitoes."

"The roads were uneven and bumpy, so we could not read the local guide book during the bus ride to the resort."

"It is your duty as a tour operator to advise us of noisy or unruly guests before we travel."

"Food in the Greek hotel was too Greek. We had to eat in the nearby fast food place."

"We had to line up outside to catch the boat and there was no air-conditioning."

"The brochure said there was a fully-equipped kitchen, but there was no egg-slicer in the kitchen drawers."

"Topless sunbathing on the beach should be banned. My holiday was ruined as my husband spent all day looking at other women." □

## Job Opportunities

### [Business Editor](#),

Insider Media Ltd, Manchester  
Interview senior business owners and investigate business stories.  
Full time. Closes 27 Nov.

### [Trainee Features Writer](#),

Newsquest, Watford, England.  
Write arts and entertainments stories on the Watford Observer website.  
Shorthand required. Full time.  
Closes 20 Nov.

### [Trainee Reporter](#), Local World, Kent

Write regional stories for the Canterbury Times for both digital and print editions. Full time.  
Closes 20 Nov.

**All these jobs were listed on the Student Discussion Board SDB when first found.**

That may have been several days ago! But there may have been no suitable applicants.

**Has the date expired?  
Put yourself forward anyway!**

### [Journalist](#), Fairfax Media, Bendigo.

Write regional news for several publications. Permanent full time.  
Closes 13 Nov.

### [Photolab Assistant](#),

Harvey Norman, Wellington.  
Edit and restore images following customers' briefs. Two part time positions available. Closes 11 Nov.

### [Photographer](#),

Kindermoments, Wellington.  
Be your own boss and specialise in child care photography. Full training provided. Apply now.

### [Online Content Editor](#), BNZ, Auckland.

Plan, write, edit and publish digital content. Full time. Closes 8 Nov.

### [Digital Communications Assistant](#),

Absolute IT, Wellington.  
Write and design digital and print branded content. Part time.  
11 Jan start. Apply now.

## The Queen's English

Why not practice using our language with refinement?

New words are being added to English every day. At last count (1/1/2014) there were 1,025,100 English words. Approximately.

Even so, the language is being misused by so-called experts. Media news readers are the worst offenders.

### Here are some examples:

#### 'Pull the pin' or 'Pull the plug'.

The pin refers to a hand grenade safety device. The grenade is activated by 'pulling' the pin. Once 'pulled', explosion and destruction follows four seconds later.

In contrast, 'pull the plug' refers to the disconnecting of anything driven by electricity, such as a life support system in hospital.

The two terms are not interchangeable.

'A shot in the arm' describes giving something a boost.

However, the term is derived from drug users; heroin addicts who inject themselves in the arm.

It's not the sort of mental picture you want when describing a kindergarten's monetary grant.

**Actor/Actress.** While the 'strictly correct' term is 'actor' for both genders, Hollywood introduced some glamour by using a feminine form. The feminine tends to be found in award notices and film publicity.

Fortunately, the awful noun 'waitperson' has not taken off, and we can still enjoy the terms waiter and waitress. However, it is usually the young waitress who asks a group of women diners "What would yous guys like?"

#### Test yourself. Put M or F next to these famous people.

Pat Boone. Pat Benatar. Pat Tillman. Pat Carroll. Pat Nixon. Pat Brown. Pat Finn. Pat Quinn. Pat Patterson. Pat Conroy.

Correct answers are on page 11.

## Employment Overseas

Many Kiwis see NZ and Australia [and England] as one big job market.

You'll find vacancies in Australia and in England on the SDB.

After all, Australia is only one stop away on the big silver bus.

Lots of NZIBS graduates who are ready for their BIG OE want to make a start in Australia. The Aussies and English recognise our Kiwi skills and training as equal to any. Our Kiwi work ethic is second-to-none.

The cost of living can be very high in some places, but salaries or wages or fees in Aussie dollars are still worth having.

Check the jobs on the SDB Notice Board. New ones every three days.

### Tips for job-hunters:

These are important mental helpers if you haven't been for a job interview in years.

Lots of initial job interviews are conducted by Skype. Skype is free. Get it. With or without camera.

Prepare a suitable visual backdrop (such as closed curtains, a nice bookcase, a plain wall etc).

Do a test with a friend as interviewer. Record it and analyse.

Have a suitable set of interview clothes ready. Stall the call for 59 seconds while you change clothes.

Remove distractions such as dangly ear rings, a Micky Mouse watch, and hide any tattoos. Or not. Your choice.

### NZIBS Free Reports will help you prepare for job interviews.

These reports are available to all NZIBS students and graduates, as part of the service we provide.



### Some specific strategies:

1. Prepare your opening response in writing. Something positive. Polish the words.

Have your SIX SECOND ELEVATOR SPEECH memorised. [See NZIBS Report #1032.]

2. Try to stay in control. Have a list of points you want to discuss.

Your first job interview has traps. [See NZIBS Report #436]

3. Should you apply for a job if you don't meet all the criteria? [See NZIBS Report #887]

4. What to do when a potential employer asks for your résumé / CV and you haven't got one. [See NZIBS Report #744]

5. Negotiating your salary can be tricky. [NZIBS Report 1062]

6. Close the interview on a positive note, eg:  
*"I'm glad you understand how much I'll bring to Bloggs & Co."*

### Prepare now for redundancy.

Yes, you and your job might become redundant. It usually happens without warning. People in twilight industries might get an inkling. Even a hint that BIG D is possible means you should prepare yourself. NOW!

Discuss the possibility with your fellow workers, especially those who can read the signs and interpret the rumours. ☐

NZIBS Reports are free. Ask!



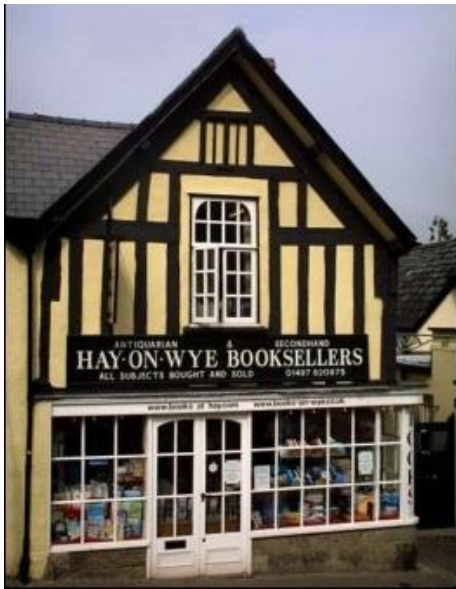


# How to reinvent our struggling towns

In 1962, Hay-on-Wye, a small Welsh town (pop 1469) was struggling. It had a crumbling castle, and no local industries.

The town's future looked bleak.

Then Richard Booth opened his second-hand-books shop.



The concept of reinventing Hay as a 'book town' was discussed around Booth's kitchen table in 1987.

Since then, more than two dozen second-hand-book shops have opened.



The town is bustling. Over 250,000 people attend each annual festival using accommodation and food services for miles around.

By offering something special (second-hand-books), which attracts thousands of international visitors, and staging a literary festival and other world class events, Hay has successfully attracted celebrities who talk up their town in the media.

Bill Clinton called Hay Festival "Woodstock of the Mind".

## Is this the way struggling towns in New Zealand could go?

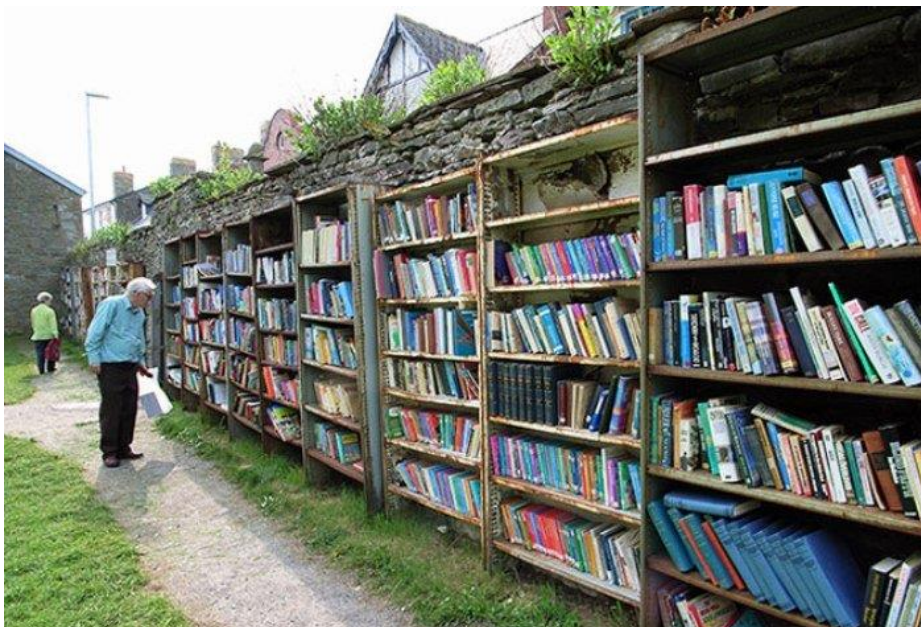
Hay's festival events are built around the wider books industry: writing, reading, illustrating, printing, binding, making, publishing and selling books.

If our Kiwi towns' leaders need a successful precedent before they'll act, there it is. Hay-on-Wye.

Prosperity can be attracted to the bleakest of places – the Welsh hills.

Various towns have 'twinned' themselves' with Hay including Timbuktu\*, Redu\*\*, Clunes\*\*\* and Featherston NZ. More book towns are being planned in Malaysia, South Korea and Japan.

\*Mali, \*\*Belgium, \*\*\*Australia.



## Job Opportunities

[Reporter](#), Greymouth Evening Star Co, Greymouth

Do you have a nous for news, a nice writing style and a deadeye for accuracy? Junior role. Full time. Closes 12 Nov.

[Court Reporter](#), Ministry of Justice, Palmerston North  
Transcribe court cases. 70 wpm typing speed required. Fixed term. Closes 13 Nov.

[Photographer](#), Fairfax Media, Burnie, Tas  
Take photographs for digital and print regional news. Full time. Closes 9 Nov.

[Journalist](#), Fairfax Media, Wagga Wagga, NSW.  
Write copy for The Land. Permanent full time. Closes 9 Nov.

[Deputy Editor](#), Fairfax Media, Orange, NSW.  
Edit stories for The Land. Permanent, full time. Closes 9 Nov.

**If the closing date has passed, ask whether the position was filled. You could still be considered for it.**

[West Coast Editor](#), Fairfax Media, Port Lincoln, SA.  
Tailor print and digital copy for the Port Lincoln Times, West Coast Sentinel and Eyre Peninsula Tribune. Permanent full time. Closes 9 Nov.

[Analyst/Writer](#), Global Film Solutions, Queenstown.  
Analyse and write risk management strategies and identify solutions for television producers. Full time. Apply now.

[Daily Briefings Editor](#), Isentia, Wellington.  
Create daily news briefings for clients. Permanent part time. Apply now.

[Photographer](#), Staff@Sea International, Auckland.  
Entertain cruise passengers and capture their greatest moments in pictures. Fixed term. Apply now.

### Society of Authors

The NZ Society of Authors works in the interests of authors in New Zealand. The Society is guided by values of fairness, accountability and responsiveness.

The mission of the Society is to support the interests of all writers in New Zealand, and the communities they serve.

Join here: (Student rate applies)

<http://www.authors.org.nz/>

**How to get a job** is an ebook you'll find at Amazon.com. This short \$5 book gives you all the steps for getting a job - age 16 to 65. Click here for the book.

<http://tinyurl.com/pgvgjky>

Call 0800-801994 for a chat about your other career options.

### The Poets Society

Membership of the New Zealand Poetry Society entitles you to their bimonthly magazine and reduced entry fees in their competitions.

Several other benefits include a members-only website page.

<http://www.poetrysociety.org.nz/join>

### New Zealand Freelance Writers' Association

Have you found their site? If you haven't found a suitable writer's group locally, look online. Here's where you can go to connect with other writers - wherever you live.

<http://www.nzfreelancewriters.org.nz/>

### Romance Writers of NZ

This non-profit organisation was founded in 1990 by Jean Drew (NZIBS tutor). RWNZ has over 260 members (published and unpublished writers) from NZ, Australia, USA, UK and SA.

<http://www.romancewriters.co.nz/>

MEDIA caps for NZIBS graduates

- ❖ Journalist,
- ❖ Sports Journalist
- ❖ Photographer
- ❖ Travel Writer.

If you'd like one, please send \$10 and a letter detailing your name, postal address and former student number. One size fits all.



## Stretch your time so 24 hours is enough

From **Grad's Club Report #1092**  
Reproduced for educational purposes.

**Robyn Pearce** was 'the visiting expert' in a live-to-air training session on time management (for Pacific Knowledge Television) when a caller rang in with an interesting question.

The caller was in the computer industry and wanted to know how he could balance his heavy workload with the demands of raising a young family.

"The question lingers in my mind" said Pearce.

*The issue is not TIME but rather how we view time. We all get 24 hours. We will never get more.*

"My caller desperately wanted to know how to balance his time between his two worlds. How to enjoy his work and his family. His question is repeated in offices, classrooms, factories and homes throughout the world.

"We live in a world of sensory overload, of speed, and a sense of being time-poor" says Pearce.

"Technology moves us faster. So much happens we feel we can never catch up. There is never enough time.

"But this feeling is an illusion."

Time hasn't changed - we have. So - what can we do?

**Tip:** What we focus on enlarges.

When our major attention and top priority is our work, our families and our social relationships suffer. Usually our health suffers too.

To balance these areas three actions are needed:

- 1 **Gain mind-space**
- 2 **Allocate time**
- 3 **Physical action.**

A good intention is useless unless it's acted on.

Solution: take time out from work to regularly do things with your family, or for yourself.

In most jobs that time will easily be made up with extra hours, or you can arrange glide-time.

### What are your KPI's?

(Key Performance Indicators)

**Q: How can you judge your efficacy as a spouse or parent?**

**Q: How much time do you allocate? How do you keep count?**

**Q: Does your family get the time left over after your other activities?**

**Tip:** Make appointments with yourself and with your family on a weekly basis. Treat each appointment as seriously as an appointment with a client.

"Usually you'll find 'the other stuff' fits in around your core personal activities" says Pearce.

**Tip:** Schedule time with the important people in your life into your week.

If you don't block in appointment time with your special people, they'll eventually get tired of waiting.

Remember the song by Harry Chapin, 'Cat's in the cradle'?

The little boy waited for his dad who was too busy to spend time with him. Remember the refrain 'One day I'll be just like you, Dad.'

When his father was an old man, longing to see the son who never came, his own promise was delivered.

The son didn't have time either.

If you wait for spare time you'll never have it. We have to make our spare time.

### Live in the 'NOW'

Many of us have forgotten how to live in the moment.

We accept stress and anxiety as normal life. We focus either on the past and what we could have done better, or on the future - planning or worrying over future events.

We're so busy squeezing more into every moment that most of us forget to enjoy the present.

*"We miss the joy of the current experience" says Pearce.*



### Change your language.

Analyse your words. Listen to how the people around you speak. Be aware of phrases: 'I'm so busy', 'I have no time', and 'I'm always late/overworked/tired.' 'I can't fit it in'. 'I have too much to do.'

Change your choice of words.

Use affirmations like: 'I'm getting better at my time management.'

'There's always enough time to do the things that matter.'

### Have an attitude of gratitude.

Practise honouring the moment. Develop a sense of gratitude for the gift of life, for the beauty in small things. Find something in every event to appreciate. This is not kid yourself behaviour – it really will enhance your health and stretch your hours.

### Enjoy the mundane.

Next time you clean the car, wash the dishes, mow the lawn, feed the dog, sort out paperwork on your desk, or any mundane task, enjoy the activity for itself.

Jim Rohn says "I get to put the garbage out" is so much more empowering than "I have to put the garbage out."

**Caution: Don't spend the time when your body is doing something - thinking about something else.**

"Don't wish the task away. Honour the moment. Live the experience. You'll be more relaxed when you finish" says Pearce.

Task time will expand instead of leaving you with the feeling of hurry, pressure and being impatient to finish. You'll be surprised to find it was a pleasant task instead of a chore you didn't want to do.

### Make time to meditate

During WWII, Winston Churchill used to meditate quietly for at least ten minutes. It was a form of self hypnosis. In ten minutes of quiet he could get the same benefit as an hour of sleep. Breathe deeply from your abdomen. Mentally say "breathe out" with every outgoing breath and "breathe in" with incoming breaths.

## Congratulations!

October's competition winner was **Jim Kennard**. Here's the first 100 words of his novel:

Brian was confident the game was his! Beat that!

"But ... but...! That's not a word!" spluttered Rosemary.

She had been so proud to land her O on Triple Word Score for 27 points –she was sure that this time Brian was beaten.

Now he had added ZOANTH to her ROPY, creating a word she had never seen! And it gave him an amazing 28 points for the tiles alone, multiply that for the Triple Word Score and he had just scored 82 points.

Smugly Brian said "It describes someone who thinks themselves an animal."

"That's you, alright," muttered Rosemary.

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### Judge's comments:

When I reviewed the 12 entries this month they all scored highly.

I felt I could happily invest time and money in buying and reading the rest of the stories. And I'm fussy about what I invest my time and money in.

One story fell over the 100-word mark and hit 101. A shame; it was a good entry. Count your words!

It's interesting to see how many genres were covered, from romance to violence. It seems SCRABBLE can bring out the worst in some people.

What might have given Jim the edge was putting ZOANTH in front of the target word.

I'm not a serious Scrabble player so adding a suffix is generally my best effort. I'm impressed by a player who finds an unusual prefix.

Jim, look for a book from my personal library in your post box. Enjoy this month's prize. And Jim, do a Richie; return and win again.

The November competition is now OPEN; take the challenge! Jim has won this contest before. Don't let him rest easy.

Enter as many times as you wish. New people, enter for the fun of it. Photographers and Life Coaches are welcome.

Every student may enter. There is no entry fee. ❑

## Job Opportunities

### [Digital Campaign Executive](#),

krunch.co, Auckland.

Manage and write social media ad campaigns. Permanent full time. Apply now.

### [Editor](#), Christianity Missionary

Resource Centre, Auckland.

Plan, write and edit a Christian newspaper for the Chinese community. Permanent full time. Closes 20 Nov.

### [Real Estate Photography](#)

[Franchise](#), Open2view, Hamilton.

Be your own boss of a real estate photography franchise. POA. Apply now.

### [Marketing Coordinator](#), CBRE,

Auckland.

Draft marketing material, prepare correspondence and reports. Full time. Apply now.

**All these jobs were listed on the Student Discussion Board SDB when first found.**

That may have been several days ago! But there may have been no suitable applicants.

**Has the date expired? Put yourself forward anyway!**

[Sales Coach](#), Johnson & Johnson, Auckland.

Coach and mentor sales force in the field. Part time 2.5 days. Apply now.

[Life Coach](#), Red Door Recovery, Wellington.

Help recovering substance abusers to build a better future. Full time. Apply now.

### [Behaviour Support Specialists](#),

Explore Specialist Advice NZ, Christchurch.

Coach and empower people with physical and mental disabilities to become a part of their community. Flexible hours. Closes 9 Nov.

## Online Openings

### for editors and proofreaders

When searching online, search for **variations** of what you want:

- **Proofreading**
- **Proof reading**
- **Book editing**
- **Boook editting**
- **Editing / Editor**
- **Manuscript correcting**

Be creative; look for spelling variations.



### Craigslist.org

Check this international billboard of opportunities, jobs etc.

<http://auckland.craigslist.org/>



### Online Writing Jobs

<http://www.online-writing-jobs.com/jobs/freelance-proofreading-jobs.php>

### The value of having your own sprinkler system

A man and his wife moved back home to Cork from London. The wife had a sophisticated wooden leg prosthetic and to insure it in England cost £2000 a year!

When they arrived in Cork they went to an insurance agency to see how much it would cost to insure the wooden leg.

The agent looked it up on a computer and said to the couple, "That'll be £39."

The husband was surprised and asked why it was cheaper here in Ireland to insure. "It cost us £2000 a year in England!"

The agent turned his computer screen towards the couple and said, "Well, here it is on the screen. It says: Any wooden structure with a sprinkler system over it is £39."

## Pylon Walkers Stride In Steel

Iceland leads the way. Walking their way across Iceland's volcanic plateau are these: steel walkers that hold electricity cables.



*"Making only minor alterations to well established steel-framed tower design, we have created a series of towers that are powerful, solemn and variable," the architects write on their website.*

More power to those officials brave enough to authorise a building project like this. It takes guts to go outside the safe path of doing what



everyone else does.

Innovative community leadership, that produces art in the form of electricity pylons like these, is well worth the award of a bonus in someone's pay.

Desert Road Landscaping, anyone?

## Get Ready: Tourists Incoming

Speaking at Air New Zealand's annual meeting in Auckland, CEO Christopher Luxon said 30 million (a quarter of US passport holders) had New Zealand "on their bucket list" of places they wanted to visit.

That has to be good news for New Zealand Inc; good news for all the people who provide services such as rental cars, camper vans, motels, hotels, the people who work in hotels and restaurants, taxi drivers, right down the line of service providers to include ice cream sellers.

And Americans LOVE ice cream.

This influx of American tourists is also good news for Kiwi

**journalists** and **travel writers**.

Journalists who write the human interest stories. Eg: "How a Fresno plumber caught a huge trout in New Zealand." They know what's needed to \*sell those freelance stories\* back into America.

Target sales include trout fishing magazines, plumbing magazines (for this story), Fresno Bee local newspaper (where the tourist came from), travel industry magazines, airline magazines and others.

\*Learning how to sell stories multiple times into various target markets is part of the NZIBS journalism training.

More details here [www.nzibs.co.nz](http://www.nzibs.co.nz)

If AirNZ continues to bring hordes of tourists into New Zealand over the next ten years we should be preparing ourselves NOW to capitalise on this bonanza.



**All the details are here:**

<http://thewritelife.com/27-free-writing-contests/>



## Ikigai: a reason to exist and thrive

**Ikigai** simply means “a reason to wake up each morning and thrive.”



It is a gentle way of nudging you toward nurturing; inspiring you to care for a life other than your own. It could be the life of a plant, a pet, or your grandchildren.

The philosophy of ikigai is simple: caring for others brings deep satisfaction to your own life and helps you discover the **meaning of your existence**.



### Are you a Headline Honcho?

Writing newspaper headlines is a special skill. Being a SUB-EDITOR needs different abilities from an editor or journalist.

Try this: Ask someone to cut a short article out of a newspaper and remove the headline.

YOU read the article. Then, write three headlines for the article.

Compare your best headline with what the newspaper published.

Are your headlines better?

Informative rather than funny or twee? Informative rather than overclever or obscure?

Would you enjoy doing this as your job? If YES, check the journalist training course here: [www.nzibs.co.nz](http://www.nzibs.co.nz)

The concept of Ikigai is beautifully illustrated by this story from Japan: *In a small village outside Osaka, a woman in a coma was dying. She suddenly had a feeling that she was taken up to heaven and stood before the Voice of her ancestors.*

*“Who are you?” the Voice said to her.*

*“I am the wife of the mayor,” she replied.*

*“I did not ask whose wife you are but who you are.”*

*“I am the mother of four children.”*

*“I did not ask whose mother you are, but who you are.”*

*“I am a school teacher.”*

*“I did not ask what your profession is but who you are.”*

*And so it went. No matter what she*

*replied, she did not seem to give a satisfactory answer to the question,*

*“Who are you?”*

*“I am a Shinto.”*

*“I did not ask what your religion is but who you are.”*

*“I am the one who wakes up each day to*

*care for my family, and nurture the*

*minds of the children at my school.”*

*She passed the examination, and was*

*sent back to earth. The next morning*

*she woke at sunrise, feeling a deep*

*sense of meaning and purpose. She*

*tended to her children’s lunches, and*

*planned fun lessons for her students that*

*day. The woman had discovered her*

*ikigai.*

Are you inspired to reflect on your ikigai?



### Rugby World Cup Coffee?

What price a strong cup of Ritchie?

## Job Opportunities

[Support Worker](#), Pathways Health, Christchurch  
Support people on their recovery journeys. Part time. Closes 8 Nov.

[Arts and Books Editor](#), New Zealand Media & Entertainment, Auckland  
Manage creative content for the New Zealand Herald and Herald On Sunday. Full time. Closes 6 Nov.

[Communications Editor](#), NZ Defense Force, Wellington  
Write and manage joint publications with the Directorate of Future Force Development. Full time. Security clearance required. Closes 6 Nov.

[Web Writer](#), Beyond Recruitment, Wellington  
Develop content for a website upgrade. Full time/flexible hours. No closing date.

[Medical Writer](#), BioWrite Solutions, Auckland  
Write medical science manuscripts and abstracts, and review articles, slide kits and posters. Full time. Apply now.

[Coach](#), Anytime Fitness Takanini, Auckland  
Help ordinary people make the transition to regular exercise in this 24-hour gym. Permanent. NCD.

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**All these jobs were listed on the Student Discussion Board SDB when first found.**

That may have been several days ago! But there may have been no suitable applicants.

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[Marketing and Communications Executive](#), Umbrellar, Auckland  
Design branded social media and email marketing campaigns. Full time. Apply today.

[Editor](#), Insider Media, Bristol  
Highlight thriving regional businesses for the B2B market. Permanent full time. Closes 12 Nov.

## The Gandhi Story. True or false?

*In his later years, Indian Prime Minister **Mohandas Gandhi** reflected on his time studying in England. He recalled being shy and is thus unlikely to have engaged in smart repartee such as reported in this story. But this fable always brings a smile. . .*

When Gandhi was studying law at the University College of London, there was a professor, name of Peters, who felt animosity for Gandhi and, because Gandhi never lowered his head towards him, they 'argued' often.

One day, Mr Peters was having lunch at the dining room of the University. Along came Gandhi with his tray and took a seat next to the professor.

The professor, in his arrogance, said, "Mr Gandhi: you do not understand... a pig and a bird do not sit together to eat ", to which Gandhi replied, "Do not worry professor, I'll fly away", and he went and sat at another table.

Mr Peters, green with rage, decided to take revenge in the next test, but Gandhi responded brilliantly to all test questions.

Then, Mr Peters asked him the following question, "Mr Gandhi, if you are walking down the street and find a package, and within it there is a bag of wisdom and another bag with a lot of money; which one will you take?"

Without hesitating, Gandhi responded, "the one with the money, of course".

Mr Peters, smiling, said, "I, in your place, would have taken the wisdom, don't you think?"

"Each will take what one doesn't have," responded Gandhi indifferently.

Mr Peters, already hysteric, wrote on the exam sheet the word "idiot" and gave it back to Gandhi. Gandhi took the exam sheet and sat down.

A few minutes later, Gandhi went to the professor and said, "Mr Peters, you signed my sheet but you didn't give me a grade."

## Don't Cut The Ladder You Need To Climb

Principal Brian Morris says this cartoon made him think.

(And that is always good. It's what a cartoon should achieve.)



### Brian says:

*"It reminded me of the Bible story about old King Solomon, in which he was asked to decide between two women. Who was REALLY the mother of the baby they both claimed was theirs?*

*Dividing the baby wasn't the answer.*

*Dividing the ladder didn't work either. No one got high enough.*

*There's a LESSON for everyone here. Stop tugging and disputing. THINK.*

*The ladder itself isn't the prize!*

*It's only a tool. And when you destroy the tool, no one wins.*

*Cooperation is the answer.*

*Look for a way to share our tools.*

*Knowledge is a tool.*

*Look for a way to share your knowledge.*

*THINK.*

*Pen and paper helps.*

*Maybe you could become a Life Coach, and help people find their own solutions to life's problems.*

*Help people help themselves."*

Get information about becoming a Life Coach here: [www.nzibs.co.nz](http://www.nzibs.co.nz)

Find out what's involved. ☐



Check the fine print . . .

## I am the Printing Press

by **Robert H Davis**

I am the printing press, born of the mother earth. My heart is of steel, my limbs are of iron, and my fingers are of brass.

I sing the songs of the world, the oratorios of history, the symphonies of all time.

I am the voice of today, the herald of tomorrow. I weave into the warp of the past the woof of the future. I tell the stories of peace and war alike.

I make the human heart beat with passion or tenderness. I stir the pulse of nations. I make brave men do braver deeds.

I inspire the midnight toiler, weary at his loom, to lift his head again and gaze, with fearlessness, into the vast beyond, seeking the consolation of a hope eternal.

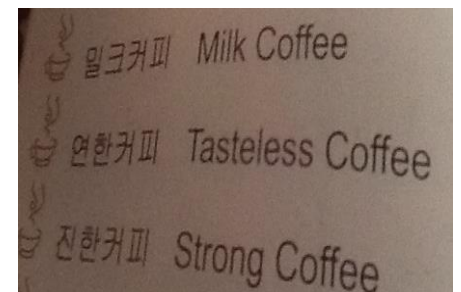
When I speak, a myriad people listen to my voice. The Saxon, the Latin, the Celt, the Hun, the Slav, the Hindu, all comprehend me.

I am the tireless clarion of the news. I cry your joys and sorrows every hour. I fill the dullard's mind with thoughts uplifting. I am light, knowledge, power. I epitomise the conquests of mind over matter.

I am the record of all things mankind has achieved. My offspring comes to you in the candle's glow amid the dim lamps of poverty, the splendour of riches; at sunrise, at high noon, and in the waning evening.

I am the laughter and tears of the world and I shall never die until all things return to the immutable dust.

I am the printing press. ☐



Taste is extra . . .



## Photography Competition.

**Closes 22 January 2016.**

Capture your best tea moment.  
**"Dilmah tea inspired me."**

That's a pretty open brief.

### Possibilities . . .

- > Tea with the Queen  
 (Actually it's your aunt who likes to dress in her finery.)
- > Tea with the concreting gang.
- > Tea in the shearing shed.
- > Tea by yourself in glorious solitude, wherever you imagine.
- > A teabag poultice to the rescue.

### Have you got the idea?

If you have any questions, ask on the SDB, and some photographer will offer an answer.

Note: NZIBS has no connection with Dilmah Tea (except as a customer).

Multiple entries are welcomed.  
 Colour or B&W.

You can live anywhere in the world.

**Tips:** If there's a sighting of a Dilmah label or tea packet somewhere in your photo that **might** count as a small plus.

If the tea is being drunk from a cup, avoid the chip side. Or not!

**Entries close 22 January 2016.**

Selected finalists will be displayed at the Creative Arts Napier Gallery, 17-21 Feb 2016.

During Napier's **Art Deco Festival** the judges will select the overall winner.

Go [HERE](http://www.dilmahteainspiredme.co.nz) to place your entries:


**PRIZES:** Winner wins a ten day trip\* for two to Sri Lanka, PLUS \$4000 worth of Canon photographic gear.

\* There are sure to be some conditions about when you travel etc. Look for them here:

[www.dilmahteainspiredme.co.nz](http://www.dilmahteainspiredme.co.nz)

Good luck. If you put in an entry, please make a note [HERE](http://nzibs.org/forums/showthread.php?t=6562):

The Institute will send a book prize to an entrant chosen at random.

This is not part of the Dilmah competition. It's our way of encouraging you to enter. 

## Competitions



### Have a go!

For details of all competitions, click the links and join in!

**Winners' names are posted on the SDB after the competitions are judged at month's end.**

### See the competitions here:

<http://nzibs.org/forums/forumdisplay.php?f=11>

### Photography competitions:

<http://nzibs.org/forums/forumdisplay.php?f=4>

## Sensitive Sensors

Most newer cars come fitted with a 'back-up sensor' that warns the driver before the rear bumper actually comes in contact with something solid.

People probably think this valuable feature came from the minds of engineers, but it was disclosed recently that the concept was first developed by a Chinese pig farmer. His invention was simple and effective. It emits a high-pitched squeal when the vehicle backs into something solid.



## Job Opportunities

### [Sales Effectiveness Coach](#),

Fairfax Media, Auckland  
 Create content for all learning styles, coach sales professionals to excel. Permanent full time. No closing date.

### [Deputy Editor Dish](#),

Image Centre Ltd, Auckland  
 Keep ahead of the local and international industry news for Tangible Media. Full time. NCD. Apply now.

### [Community Editor](#), Archant, Norfolk, Cromer England.

Edit the weekly North Norfolk News and its website. Permanent full time. Closes 6 Nov.

### [Communications Manager](#),

Medical Protection Society, Leeds.  
 Create, edit and manage medicolegal and dentolegal content. Permanent, full time. Closes 13 Nov.

[Reporter](#), Fairfax Media, Auckland.  
 Cover daily news happenings across multiple platforms. Permanent, full time, roster work. Closes 17 November.

### [Medical Writer, Springer Healthcare, Auckland.](#)

Review pharmacological agents to define their clinical potential. Full time. Closes 20 November.

### [Technical Support Associate](#),

Sitel New Zealand, Auckland  
 Provide support to GoPro customers over the phone and email. Shift work. Apply now.

### [Marketing and Events Coordinator](#),

Evidence Technology, Auckland.  
 Prepare fact sheets, brochures, media releases, newsletters, promotional products, banners and advertisements. Apply now.

### Quiz Answers [from Page 2]

Male or female? How many did you get right? M F M F F M M M M.

## Dreaded Conversation

by **Walter Giersbach**

Reproduced for educational purposes.

**W**illie Ortloff knew Pamela Sunshine was going to crash through his front door in about a minute and a half and begin asking questions — questions for which he had no satisfactory answers. He dreaded what was coming.

Willie ran a straight shop. His work was immaculate and he had high ethics. That ought to mean something.

He had the only underground tattoo parlour on the Lower East Side in 1966. The City of New York frowned on it. In fact, tattoos were against the law, just like you couldn't name a saloon a 'Saloon'. But that was another story and he could see Pamela Sunshine banging on his front door.

Pamela was a pole dancer uptown at a place called the Garden of Hedon. A topless joint with plastic palm trees. Oh sure, Willie thought, it was OK for women to dance almost totally naked for fat guys drinking martinis, but he couldn't run a tattoo parlour.

"OK, Willie, open up. I know you're in there and I want some answers."

For such a pretty girl her voice was like a foghorn. He had tried to help her out with the tattoo. He ran an honest, ethical business. Military guys would come in and say they wanted Go Army on their biceps, but no way was he going to promote war while LBJ was bombing the little people in Hanoi. Others wanted a heart and a dagger on their arm. Out of the question. He didn't do schlock.

"OK, I'm coming!" he shouted, unbolting the door.

"Willie," she shouted in his face, "Max the bartender at the Garden says he doesn't think you did the tattoo right."

Pamela was short and brunette and wore low-cut blouses and sweaters and tank tops even in the winter. Her exposure was always southern. Her boobs were her crowning achievement. "These here are the Community Chest," she'd say proudly and loudly, with a hoot like a Moran tugboat on the East River.

"So, what's wrong? What's not right?" he asked innocently.

"I told you to do Chinese characters for Long Life and Good Fortune. Max says he doesn't think that's what it says." She pulled her sweater down and displayed the four characters permanently tattooed in red ink on her left breast. Her pink nipple winked accusingly.

"Well," Willie said, pouring himself a water glass full of Gilbey's vodka. God, he was going to need another bottle if Pamela kept hitting on him. "Well, what does he know?" he squeaked.

"Is he Chinese?"

"He studied Chinese at Queens."

"He's a professor or something?"

"No, he withdrew from the course — while passing, I might add — but he knows his stuff. Bartenders know everything. That's why they make them bartenders."

"So what's it say if he's so smart? Maybe he studied Cantonese or something. I only do Mandarin."

"C'mon, we're gonna get to the bottom of this." She pulled at his arm, the one with the glass of vodka, spilling it.

"Jeez, now look what you've done. This stuff is expensive, Pamela."

"Willie, I swear if you screwed this up, I'm going to the cops." Her face twisted into a pretzel of emotion. "I'm gonna have you busted for running a tattoo parlour out of your apartment."

Reluctantly, but without leaving the glass behind, he allowed Pamela to pull him out the front door and up four steps to street level. East Fifth Street and Bowery was empty at this time of the afternoon. The sunlight was very hot and dangerously bright.

"Where are you taking me?" he complained querulously. For such a small girl she was stronger than Willie, a fact he hated to admit, but he hadn't worked out recently. Not since high school, actually.

She barged into Wong's Laundry four doors down, dragging Willie behind. This was getting worse and worse, he thought, trying to catch a sip from the glass and banging his head on the door.

"Mister Wong, I need help," Pamela pleaded.

"You got ticket, I give you laundry. You want help, call

police." Mr Wong was a neighbourhood fixture, a small man with thick glasses perpetually steamed up from the laundry going on around and the presses fired up by his daughters.

"Look," Pamela demanded, pulling down her sweater and lifting out her breast. "Look, Mr Wong, what's this say?"

Mr Wong took off his glasses and wiped his eyes with his sleeve. "You want me to read that?"

"Read it, Mr Wong. Tell me the truth."

"It say, Good Dish, But Not Too Cheap."

"Whaaat?" Pamela said. And she repeated herself.

"Good calligraphy. Nice art I think." He nodded several times.

The daughters stopped pressing shirts to see the woman on the other side of the counter with her mammary hanging out of her sweater.

"It doesn't say 'Long Life and Good Fortune'?"

Wong shook his head.

She turned to Willie and Willie's hand began to shake. The inch of vodka began tossing up little tidal waves and he had to steady it with both hands.

# 寿山福海

"Look, Pamela," Willie protested. "What's this guy know? He runs a laundry. Go to the Metropolitan Museum or the Chinese Embassy and get a real translation."

"Good Dish. Not Too Cheap," she said. "I don't believe it. Willie, where'd you get these characters?"

It was the moment he had been dreading.

"Off a Chinese menu," he confessed. "On Second Avenue. Really good shrimp lo mein."

Pamela looked at Willie for another minute and then she looked at her left breast. She looked at Wong and then back at her breast and up at Willie.

"Good Dish, that's what Max the bartender keeps telling me, and I sure ain't cheap," she said slowly. "I think I like it." She tucked her breast back in the sweater. "Willie, listen, I got an idea. Can you do Arabic or that kind of writing they do in Bangkok?" □