

We Have A Winner. Maria!

**NZIBS graduate Maria Gill wins the Elsie Locke Award
and the 2016 Margaret Mahy Literary Prize**

P.3



**Managing Your Time
and Focus: P.4, P.5**

**Tips for Better
Photos: P.10**

**Cheques He Sends
FICTION: P. 12**

"May I pick your brain?"

When someone asks, "May I pick your brain?" What should you say?

Those people are essentially asking you to do work for no pay.

You're a professional worker. You've spent a lifetime learning what you know. You've paid a lot of money for your own education, building your reservoir of knowledge and experience.

People pay to consult with you; to benefit from your wisdom.

Why should someone expect to gain access to your mountain of knowledge without paying for the privilege?

So, before you say "Sure", think about this for a moment.

There is an EGO BOOST for you when someone asks "May I pick your brain". But is your self-esteem so low you need an ego boost? Probably not.

If the person asking is family or close friend, say "Sure" because that's what we do to support our families and friends.

But remember, when you put your groceries on the counter at the shop THEY ASK YOU FOR MONEY. They don't ask how many free consultations you've done.

So think about how you'll answer that question: **"May I pick your brain?"**

Shouldn't you be rewarded for your education, the skills you've mastered and your experience?

Your lawyer charges by the minute for his/her advice.

Your doctor charges per consultation for dispensing advice.

As a professional you should charge a fair fee for your advice.

You should establish your strategy.

For family and friends: "Sure, but I'd like to manage this discussion so you get some value from talking with me. Is that OK with you?"

Then you ask the person to describe their main problem in one sentence. ONE SENTENCE. That stops the waffle. You're forcing them to think. Often they already know what they need to do next.

For everyone else:

"Sure. Would you like to make an appointment? Then I can give you my full attention."

That reminds them that you earn a living by sharing your knowledge.

Don't exchange it for a \$4 coffee.

I'm not suggesting you be rude or selfish. I do suggest you work out a strategy for yourself so you can be prepared. I hope this helps. ❑



Brian Morris | Principal

There is a diamond among the golds



The Olympic ideals of **Excellence**, **Friendship** and **Respect** appeal to the best in each of us ... or they should.

In reality, the Olympic Games is a mishmash of the best and the nastiest sides of humanity, masked under diplomatic welcomes and pageantry.

Bribery, boycotts, drugs, political intrigue, extreme nationalism and a 'win-at-any-cost' attitude are all there, lurking just below the surface.

And then, during a brief moment in each Olympic Games, someone does something which reveals a diamond quality.

Q: What moment from the 2016 Olympic Games will YOU remember?

Post it in the [Student Forum](#).

On NZIBS website

Learn new skills and create a new career for yourself.

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

ANZAC HEROES wins two book awards

It was fourteen years ago that Maria Gill first enquired at NZIBS about learning how to write stories for children. Her multiple skills have matured over the years.

Her latest non-fiction work for children, **ANZAC HEROES**, won the **Elsie Locke Award** for 'Best Non-Fiction Book', and the **Margaret Mahy Supreme Award** for the 'Best Book for Children and Young Adults 2016'.

Fiona Mackie, convenor of the judging panel said,

"The meticulous research brings these heroes to life creating the perfect book package. Readers will learn an amazing amount about the people who represented us, fought and sometimes died for us."

Maria was assisted financially by Creative New Zealand.

The \$43,000 research grant enabled her to travel around New Zealand and Australia interviewing descendants of the war heroes she wrote about.

Maria writes, *"Besides visiting New Zealand museums and the Australian War Museum in Canberra, I was able to meet family members of some Aboriginal war heroes in their country towns such as Bourke and Mackay."*

Maria spent almost a year gathering her research material.

"My technique was to interview people, photocopy documents and photograph stuff - then bring it home and study it."



Maria was a teacher before she took up writing as her new career.

How do you toast a talent like Maria?

"Maria was one of my novel writing students. I had a feeling she would be successful because of her talent, but more so because of her determination. Since then I have watched her BECOME an accomplished writer. Not only has she been writing consistently, she has also been a wonderful supporter of other writers, particularly in the children's stories genre. As a writer of mostly non-fiction she has cleverly seen where there were gaps in the market for children's non-fiction and she has filled that space with exciting reading for youngsters on a variety of topics. My heartfelt congratulations on her well-deserved award."

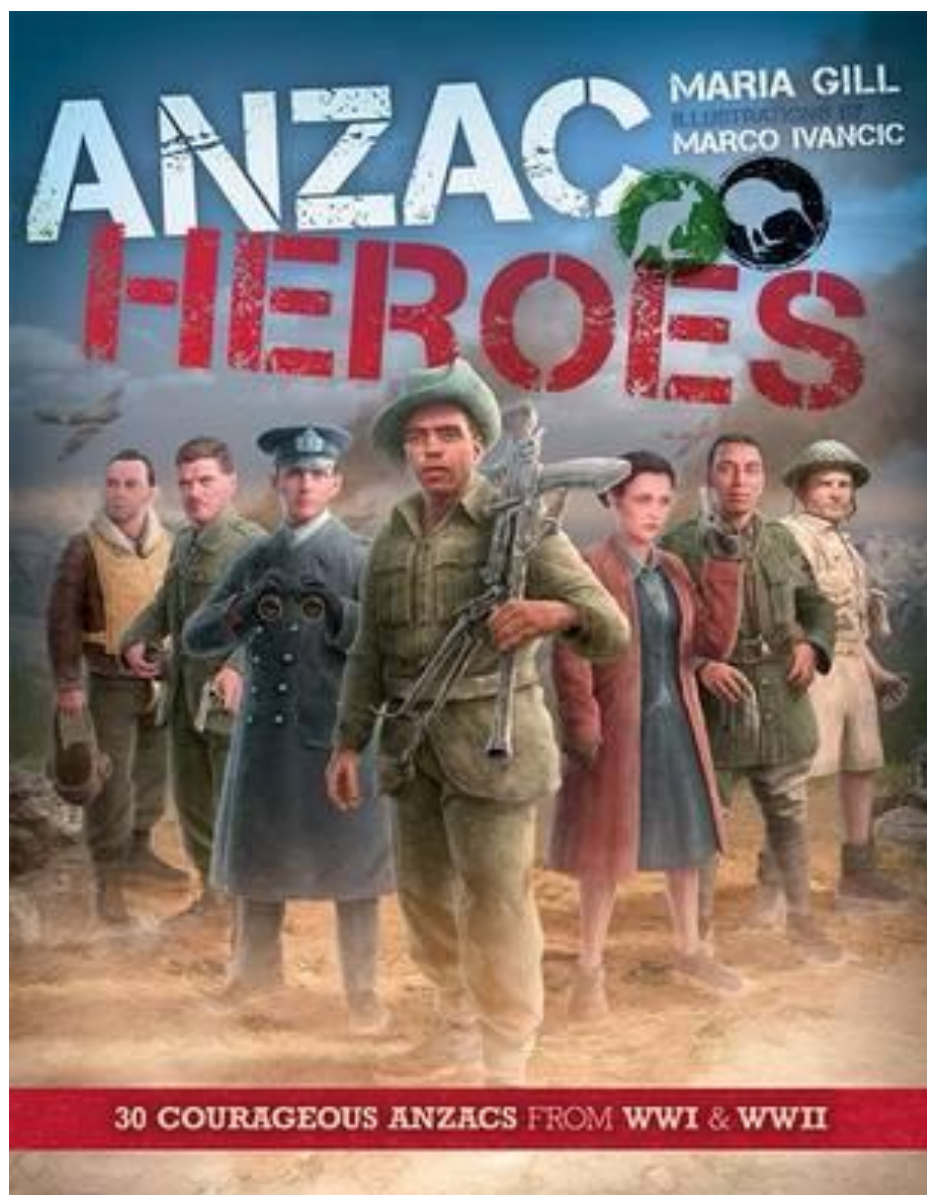
Joan Rosier-Jones, Tutor

Since winning her awards Maria has been busy with media interviews. "I enjoy visiting schools and explaining the events in the stories to children," she said.

If you buy Maria's book from **Time Out** bookshop in Mt Eden, (09,6303331) mention NZIBS. Your ID card gets you a handy **student discount**.

Delivery anywhere in NZ or AU.

Maria has a sequel coming. "It'll take me a couple of years to complete it." □



Maria's other books are
here [http://www.mariagill.co.nz/index.ht
ml](http://www.mariagill.co.nz/index.html)

PIN v PLUG

Too many people use the wrong word. Do you?

"Pull the pin" is what you do (before you throw it) to release the lock on a hand grenade. Big explosion and mess.



"Pull the plug" is what you do with an electric life support system. You withdraw support.



Please share this understanding with anyone who will listen.

Why make movies?

"I don't believe in playing down to children, either in life or in motion pictures. I didn't treat my own youngsters like fragile flowers, and I think no parent should. Children are people, and they should have to reach to learn about things, to understand things, just as adults have to reach if they want to grow in mental stature. Life is composed of lights and shadows and we would be untruthful, insincere, and saccharine if we tried to pretend there were no shadows. Most things are good, and they are the strongest things; but there are evil things too, and you are not doing a child a favour by trying to shield him from reality. The important thing is to teach a child that good can always triumph over evil, and that is what our pictures attempt to do."

Walt Disney

Effective Strategies to Maximise Your Day

By **Siimon Reynolds**

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Here are six effective ways to save time and help you get more done each day:

1. Plan your day before you start

Ambitious people love to jump into their work as soon as they enter their office.

Big mistake. According to the best selling time management author, Brian Tracy, one minute of planning at the start saves ten minutes of work later.

So resist the urge to get stuck into your tasks. Work out which tasks even need to be done at all before you begin.

2. Do the most important task first

Notice I did not suggest doing the most urgent task first. They are often not the same thing.

As Stephen Covey identified, "it's the 'not urgent but important' tasks that lead to business success".

Tasks like planning, learning, establishing joint ventures, marketing, skills development and building relationships are paramount.

3. Delegate everything except your greatest strengths

Most people have never sat down and identified what they're really good at. And even fewer spend most of their day doing those things. Yet in that simple technique **lies the secret** to extraordinary achievement.

Take ten minutes now to work out your strengths and how you can delegate most of the rest.

You can rarely get rid of

everything you should, but I'll bet you can delegate a lot more than you do. Create your list.

4. Rush the unimportant

It's a nice concept to do everything superbly, but in today's lightning speed world it's just not practical. You can't do it all well. Pick what's not vital and rush it. If you don't you won't have the extra time needed to get the really valuable stuff done well.

5. Compress your time

Don't have an open amount of time to get a task done. Always challenge yourself to get it completed in a certain time – preferably shorter than you think it'll take you to do it. Trying to beat the clock makes work more fun. (Professor Mihaly Csikszentmihalyi's book 'FLOW' explains why this is so. ISBN: 9780061339202.) You will be amazed at how much faster you'll finish jobs when you put yourself under a little time pressure.

Leave your deadlines open and everything will be done slower.

6. Have a leaving time

Everyone has a starting time, few have a leaving time. But when you know you have to leave the office at a precise time, your productivity throughout the day will rise.

Think about it. When are you most productive? The day before you are going on holiday! Why? It's the power of having a set time when you know you simply must leave the business. Hey, there's no need to wait for holidays. You can use this technique every work day – by having a fixed leaving time.

Try this experiment: For the next week do every one of these time management techniques each day and see how your efficiency improves.

Prepare to be amazed. ▣

How to help someone win 23 gold medals ...

Bo Bowman coached the record-breaking American swimmer Michael Phelps.



Here's some of his wisdom:

1. SET A BIG VISION

Push yourself! Set goals that stretch you and extend your boundaries. First, establish a worthy objective to stretch for, then figure out a way to reach it. Bowman is also a huge believer in mentally visualising yourself performing well, every day.

3. THE BEST MOMENTS OF OUR LIVES ARE BUILT AROUND ACHIEVING OUR OBJECTIVES EVERY DAY

Achievement should be part of our daily mission. There is little satisfaction in performing any task at less than its optimum level.

4. ADOPT A WINNING ATTITUDE

If you're going to do something, anything, go into it FULL ON. Give the task our maximum effort and full commitment. Jessica Long, the Para-Olympian swimmer puts it, "The only disability in life is a negative attitude."



2. GET PUMPED UP ABOUT THE PURSUIT

Bob Bowman says, "Achieving excellence should not be drudgery. **Your vision of your future should excite you.**"

5. WE GROW BY TAKING CHANCES, AND YOU REACH YOUR DREAMS BY TAKING RISKS

The size of any achievement is limited by our aversion to risk. That means we must be OK with some uncertainty, yet still commit!



Job Opportunities

[Rehabilitation Coach, Goodwood Park Healthcare Group, Kelston Auckland.](#)

Support people with traumatic brain injuries and mental health illnesses to maximise their health and independence. Full time. Would suit Life Coach with medical or health topics background.

Closes 18 September.

[Editor, Ministry of Social Development, Wellington.](#) Write and curate responses to requests for information from Child, Youth and Family clients. Full time. Closes 12 September.

[Hansard Editor, New Zealand Parliament, Wellington.](#) Report and edit the official record of the House of Representatives. Full or fixed part time. Closes 8 Sept.

[Reporter, NZME, Wanganui.](#) Produce digital-first copy for The Wanganui Chronicle website. Full time. Closes 9 September.

[Organic Search Specialist, Analog Recruitment, Auckland.](#) Audit client websites for content gaps, perform link strategy and keyword search analysis and write new content. Full time. Apply now.

[Photography Lecturer, The Universal College of Learning, Auckland.](#) Teach students the basics in photography, studio lighting and Photoshop. Fixed term/Part time. Apply now.

[Creative Coordinator, Font, Auckland.](#) Create and maintain photography database for online trading company. Full time.

[Social Media & Communications Coordinator, EcoMatters Environment Trust, Auckland.](#) Write articles and prepare visual content for social media platforms. Part time. Closes 9 September.

All these jobs were put on the Student Forum Notice Board when they were first listed.

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

Has the date expired? Check. **Put your name forward anyway!** Get on their database.

How to get a job is an ebook you'll find at Amazon.com. This short \$1 book gives you all the steps for getting a job - age 16 to 65. Click here for the book. <http://tinyurl.com/pgvgiky>
Call 0800-801994 for a chat about your other career options.

CONTACTING NZIBS

Our toll free telephone number is **0800-801 994**

But we've been stretching it lately so we invested in extra telephone services.

If you called the office recently and you didn't get through, please accept our apologies.

The office is usually ready for action from 8am until 5pm, Monday to Friday.

There is an ANSWERPHONE service to take messages before or after those hours.

The website is open 24/7. The Student Forum is always open and available, day and night, 24/7.

Or you can email ...
registrar@nzibs.co.nz
principal@nzibs.co.nz
tutor@nzibs.co.nz

If you have some good news to share with everyone, use the [Student Forum](#). NB: Only students have access rights to the Forum.

We ALL love reading about students' new books, competition wins, even small achievements.

Students can look in all sections and post comments or questions on subjects you're not studying.

That means proofreaders and story writers can see what the photographers are getting excited about. And so on.

There are monthly competitions anyone can enter. Participate in the full student life!

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.



How to capture the moment that makes a great photo

Reproduced for educational purposes
From Graduates Club Report #80

Mary Crockett's suggestions (abridged) can help you make better photos.

Listener art director Alex Bowie (one of the *Listener* photographic competition judges) puts it bluntly: "If you're not THERE, you won't produce a winning photo. With a good eye, you should be able to pick up any camera and take a good photograph."

Bowie, a photojournalist for *Time* magazine in a former life, often uses an instamatic.

"The choice is not as restrictive as it once was, and they have the advantage over more complicated cameras in being light to carry and quick to use."

The better the camera, the better the possibilities. But if you don't have a feeling for what's going on, you're unlikely to end up with anything great.

The 'being there' Bowie talks about is as much an emotional thing as a physical thing.

"If you're in tune with what's happening, you can make a stunning photo out of any normal, everyday activity or occurrence. And remember, the simplest things often make the best photographs."

"Be emotionally involved. Do it with passion."

Bowie's other piece of advice?

"Stalk your prey like a hunter would stalk a deer. You have to think ahead: what is the deer likely to do? At your child's birthday party, for instance, you know someone will light the candles and the child will blow them out. But what happens next?"

If you have considered the possibilities, you have more chance of 'being there' in the physical sense to capture the unique moment which makes a great shot.

Remember the war photographer Robert Capa? He said, *"If your pictures aren't good enough, it's because you're not close enough. Be there."*

(Sadly, Capa was killed on assignment in Vietnam)



Robert Capa photo

There are fashions in photography, as with everything else. Bowie has no time for the current love affair with selective focusing - having one sharp image against a blurred background.

He likes everything in a photo to be sharp, with subjects set clearly within their environment - either in tune with it or making some comment about it.

But there are times when a sharp central image and a blurred background are exactly what you want. Bowie is pragmatic too.

"Every situation is different, and every photographer is different. It's the uniqueness of the photographer's view that matters, and everything about a good shot comes from that uniqueness of vision."

Listener chief photographer Jane Ussher (co-judge of the *Listener* competition with Bowie) has made studio photography her specialty.

"It's a different technique, asking someone to pose for the camera."



Jane Ussher photo



"But the same basic rules apply. There needs to be spontaneity in the shot, and empathy between photographer and subject."

Ussher looks for balance, some conscious use of light and shade, and imaginative use of foreground or background. But she doesn't want to "see the joins".

"It's the same when watching a movie. You don't want to think ... that's a good camera angle."

If you find yourself thinking about the technical things too much you've usually, quite literally, lost the plot."

Composing a portrait shot, whether in the studio or at the beach, requires a deal of careful preparation, as Ussher describes.

"To start with, you want an adventurous choice of subject. And it's so easy to fall into cliché, eg the child dressed cutely."

When photographing people, you have two basic options: to capture their essence, or character, or to "treat them as some kind of symbol within their environment".

If it all sounds too complicated for the amateur to attempt, think again.

"The ideal for any photographer is to be in control" Ussher admits, "because there's a satisfaction that comes from taking a photo opportunity and manipulating it in some way. But there are great shots that happen too. Lucky accidents. The holiday snap with a uniqueness about it that simply works."

A final tip: Look back at your photographs and analyse them.

Think how you might have done things better, then experiment with ways to achieve the effect you want.

"Developing an eye for what works is essential" says Bowie. "And for that, there's no better way than analysing the work of people who make their living at it. "Think to yourself all the time, 'What makes this photo great?' "



Know when to quit. It's an unappreciated skill

by **Scott Bywater**. (Abridged)
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Being number one in any category, whether it's sports, novel writing, or business, is rewarded a heck of a lot more than being #2 or #3.

So your aim should be to become #1 at what you do.

But, if you spread yourself too thinly in too many areas, it's tough to become #1.

That's why you need to learn how to quit the things you're not so good at.

THEN you can invest your energy in the things you ARE good at.

It makes simple sense.

The same goes for the products and services you provide.

Sometimes you've got to drop some of them off your stock list, and move your attention to the others.



That's what **Steve Jobs** did when he walked back into Apple when it was

five weeks from bankruptcy.

He cut dozens of products.

He focused the company's attention on a handful of core products – those with the best earning potential. They were the iPod, iPad, and the iPhone.

Amazingly, his bold action turned the company around.

What can you learn from Steve Jobs?

What can YOU cut loose today?

Perhaps a nuisance client?


Perhaps a product that is too costly to build?

An unproductive staff member?

Maybe a whole area of your business which is stopping you from focusing on the profitable side? Apply the 80/20 rule.

Scott Bywater advises:

"Quit the stuff which takes your focus away from marketing and innovating. Emailing. Blogging. Texting friends. Facebook. Invest that recovered time in getting more customers who pay you."

Homework: Finish the writing item you started ages ago. Finish it this week!" 

Job Opportunities

[Journalist, Fairfax Media, Launceston, TAS.](#) Write news stories with community focus for *The Examiner*. Full time. Closes 14 Sep.

[North Coast Classifieds, Fairfax Media, Port Macquarie, AU.](#)

Build relationships with community advertisers and create ads that sell. Permanent part time. Closes 14 Sep.

[Communications Rockstar, MajorDomo Ltd, Queenstown.](#)

Write sales and information collateral material. Full time. Closes 13 Sept.

[Editor, ProMag Publishing,](#)

[Auckland](#) Edit for and manage layout of the *Meeting Newz* magazine. Full time.

[Digital Editor, Beef + Lamb New](#)

[Zealand, Wellington.](#) Maintain, edit and develop new web content. Full time. Closes 9 September.

[Editor/Journalist, 4 Media Ltd,](#)

[Auckland.](#) Manage content, quality, look and feel of B2B trade magazine Autofile. Full time.

[Digital Content Creator/Subeditor, Healthy Life Media Ltd, Auckland.](#)

Write and subedit for social media platforms promoting healthy food products. Full time. Apply now.

[Reporter, New Zealand Media & Entertainment, Hamilton.](#)

If you have a nose for news, craft current affairs stories for the Hamilton News team. Full time. Apply now.

All these jobs were listed on the Student Forum Notice Board when they were fresh.

That may have been several days ago! Hey, there may have been no suitable applicants. Check.

Has the date expired?

Put yourself forward anyway!

Show them you never give up.

Tell them Churchill taught you that.

[Photographer, Red Photography, Auckland.](#)

Telemarket, photograph families, complete design presentations, edit portfolios. Full time. Apply now.

Everyday differences

Yes, there is a difference between everyday and every day. "Every day" and "everyday" are not the same thing.

We are misspelling the one and losing the other, and gaining nothing in the process but a pointless complication of the English language.

"**Every day**" means a certain thing happens every single day - for instance, "she eats cornflakes every day", or "every day we watch the news at six o'clock".

Similarly, "-every week he goes to the gym", "-every month I have to pay rent", and "-every year we go to Akaroa".

The construction is adverbial - "daily", "weekly", "monthly" and "yearly" could be used instead in these examples.

"**Everyday**" is an adjective meaning "common" or "ordinary". Thus, "fireworks displays are everyday events in China" and "violence on the news is now so everyday we hardly notice it".

This term is quickly falling out of use because so many writers, particularly in the media, are using it to replace "every day" that we are either forgetting or never knew what the difference is.

It's easy enough to see how the mistake can be made. We are talking about the difference of only a space (which you can't readily 'see' as a character) between two otherwise identical expressions, and the distinction between them is not always clear.

For instance it would be correct, although clumsy, to say the postman you see every day in your street is an everyday sight.

But we are losing a word through this laziness, and the effort of keeping it is not so very much - putting in a single space.


So make it an everyday choice: every day!


"Education is the most powerful weapon you can use to change the world."

— Nelson Mandela

Clever Uses For Your Smartphone Camera For Work And Home

by **Debbie Mayo-Smith**
seminar speaker and author.
debbie@successis.co.nz

- 
1. Capture whiteboard and meeting notes. This will allow you to participate in the meeting instead of being distracted taking notes.
 2. Likewise, when you are at a conference workshop or training session; take a photo of an important slide.
 3. Where you parked your car.
 4. Snap the Google or Apple Map while you're in wi-fi; for when you're not!
 5. Photo your coat check, your baggage receipts.
 6. Keep a record of important warranties and passwords (such as wi-fi, computer and software certificate of ownership).
 7. Before and after photos. Such as ...Hair. Nails. Renovations. Car body. Colours, Weight loss ...
 8. Forgotten your reading glasses when you're out to dinner? Take a photo of the menu and zoom in to make your choice. (No one notices - it looks like you're checking your messages).
 9. The broken device that needs replacing on the vacuum cleaner, your car, child's bike.
 10. Can't find your glasses? Use your phone's camera to help you see more clearly to find them.
 11. Buying one screw? Take a pic of the bar code on the shelf to show the cashier.
 12. Before sending someone out shopping; have them photo the specific one you want - salad dressing, special type of cheese.
 13. To remember details - specific items to buy, your brand of cat food, your couch to match colours when out shopping.
 14. Video your home for contents and dwelling insurance records.

15. Photograph your belongings in your suitcase before going off on a trip; especially before handing over your case at check-in.
16. When moving, take photos of the contents of numbered boxes so you know what is in them.
17. Photo the inside of your refrigerator and pantry before you go shopping.
18. If you handwrite your shopping list, take a photo in case it gets lost.
19. Scan documents, paperwork. This can then be emailed to someone else for data entry.
20. Write a motivational note and photo it or take a motivational one for your lock screen.
21. When you're out shopping without the kids - send them the photo to see if they want it before you buy it.
22. Use the Video to record 'How-To' instructions.
23. Create a photo book of your work to show prospects - for example: landscape designs, hairstyles, automobile graphics.
24. Photo expense receipts for input into your online accounting software (Xero, MYOB).
25. When you're travelling and staying in numerous hotels, take a photo of your hotel from the street especially if it's in a group, so you can recognise it after a walk.
26. Photo a recipe before going to the supermarket so you don't miss any of the ingredients.
27. Photograph a magazine article so you can finish reading it later.
28. Photograph a tape measure in situ showing length/ height/ dimension of the items you need sizes for; you won't need to write down the measurements.
29. Travelling overseas and heading out for a big night on the town? Photograph your hotel and your hotel room door number! If you don't speak the language, taxi drivers can look at the photo and get you home to the right hotel.
30. When you loan something to a friend, take a photo of them with the loaned item - so you'll recall who borrowed it and when. **If you have** any other clever uses for your smartphone, please post them in the [Student Forum](#). 

Getting old? You should be so lucky!

From Graduates Club Report #715 - by **Suzy Hookup**

Recent newspaper headlines told of teenagers killed in a high speed car crash. Sadly, they denied themselves the joy of ever being old.

The news prompted this story.

The other day a young person asked me how I felt about being old.

I was taken aback, for I do not think of myself as old. Upon seeing my reaction she was immediately embarrassed, but I explained that it was an interesting question and I would ponder it and let her know.

Old age, I decided, is a gift.

I am now, probably for the first time in my life, the person I have always wanted to be. But, oh, not my body!

I sometimes despair over my body's wrinkles, my baggy eyes, sun spots and bumps, and my saggy bum.

Often I am surprised by that old person who lives in my mirror, but I don't agonise over those things for long.

I would never trade my amazing friends, my wonderful life, my loving family for less gray hair or a flatter belly.

As I've aged I've become kinder to myself and less critical of myself. I've become my own best friend. I don't chide myself for eating an extra Anzac biscuit, or for not making my bed if I don't feel like it.

And I don't regret buying that one million candlepower torch I didn't need, because now I can see things 100m away at night.

I say I am entitled to overeat, to be messy, to be extravagant. I have seen too many dear friends leave this world too soon, before they have made their music, or understood the great freedom that comes with aging.

Whose business is it anyway if I choose to read until 4am, then sleep until noon?

I will dance by myself to those wonderful tunes of the 50s and 60s, and if at the same time I want to weep over a lost love, I will.

I'll walk along the beach in my swimsuit stretched over a bulging body; I will dive into the waves with abandon if I choose to, despite the pitying glances from the bikini set.

They, too, will get old - if they allow themselves the privilege.

I know I am sometimes forgetful. But there again, some things in life are best forgotten. My choice.

Anyway, I eventually remember the important things.

Sure, over the years my heart has been broken. How can your heart not break when you lose a loved one, or when a child dies, or when a loved pet gets hit by a car?

Broken hearts are what give us humans understanding, strength and compassion.

A heart that's never been broken is sterile and will never know the joy of being imperfect.

I am so blessed to have lived long enough to have my hair turn gray, and to have my laugh lines forever etched into deep grooves on my face. So many young people have never really laughed. They died before they'd lived.

I count every day above the grass as a blessing.

I can say "no" and mean it. I can say "yes" and mean it. My choice.

As I get older, I find it is easier to be positive. I care less about what other people think.

I'm so lucky being old. I don't question my own motives anymore. I've even earned the right to be wrong. But not often.

So, to answer your question, miss, I like being old. Time has set me free.

I like the person I have become. I am not going to live forever, but while I am still here, I will not waste time lamenting what should have happened, or what could have been, or worrying about what will be.

I shall break a few rules. I'll begin sentences with **and**. And I shall eat dessert every single day. So there! ■

BOB'S QUICK GUIDE to the APOSTROPHE, YOU IDIOTS

www.angryflower.com

THERE'S A LOT OF FRUSTRATION IN THE NEWSPAPER CARTOON INDUSTRY ABOUT THE PUBLIC'S DEEP IGNORANCE ABOUT THIS ELEMENTARY PUNCTUATION MARK. HERE, THEN, IS A SIMPLE GUIDE TO SOME BASIC GRAMMAR, YOU ILLITERATE MORONS.

CONTRACTION
The cat's out of the bag. **CORRECT**

POSSESSIVE
The cat's feet are out of the bag. **ALSO CORRECT**

PLURAL
All the cat's are out of the bag. **NO! WRONG! TOTALLY WRONG! WHERE'D YOU LEARN THIS? STOP DOING IT!**

SOME POPULAR BUT INCORRECT RULES

- 1 When pluralizing a word that ends with a vowel, add an apostrophe.
taco's burrito's latte's
tomatoe's potato's knife's **THIS IS WRONG!**
- 2 When pluralizing any other word, add an apostrophe.
ball's kitty's car's VCR's sheep's gribbl's **AND SO IS THIS!**
- 3 Add an apostrophe whenever you want. **AND OF COURSE SO IS THIS!**

UNWELCOME EDUCATION

Graduates Club

Why join NZIBS Graduates Club?

Students who graduate are invited to join the Graduates Club and enjoy these services:

- # Access to your former tutor for Q&A. Ask as many questions as you wish. Either through email exchanges, telephone, Skype etc.
- # Access to the Principal, ditto.
- # Monthly newsletters.
- # Access to Student Forum, 24/7/365.
- # Free entry to all NZIBS competitions.
- # Information about worldwide competitions.
- # Annual renewal of PRESS PASS where applicable.
- # Annual renewal of STUDENT ID CARD.
- # Access to graduates and students who will proofread your manuscripts, without a \$ fee.
- # Access to a tutor for manuscript appraisal, for a fee.
- # Assistance with finding placements for articles, photos, book manuscripts.
- # Help with finding paid work.

All that for **\$100 membership** per year seems a modest charge.

PS: As a consultant any of these people could charge \$75 per hour.

One World Clock Times Them All

The world changes every second. This amazing world clock gives you the numbers, country by country. Population, Debt as % of GDP, tiger population, and lots more.
<http://www.poodwaddle.com/worldclock.swf>

TED Talks 4 U

<http://www.inc.com/kevin-daum/the-7-ted-talks-every-leader-should-watch.html>

How NOT to present your new book

By **Brian Morris**

Dan sent me a link to appraise a new ebook on Amazon. I clicked the link and - I was shocked.

Before I could scan the book's contents I was expected to plough through:

- All the copyright details
- National Library of Australia details
- Where the author lives, address, fax, email details
- Did I want to book David as a conference speaker?
- Who designed the book cover details
- Who designed the book inside section details
- News about the special book launch promotion
- Special thanks to 72 people, all named
- Comments and lengthy promo plugs from 21 friends
- Table of Contents
- The Introduction (2 pages)

Finally, I reached Chapter One.

I'm sorry David, but no matter how wonderful your book is you'll lose me every time you take me the long way around.

However, there is a lesson here.

Make it QUICK and EASY for a prospective reader to get into your book. Skip the gravy. Show us the meat'n'veg.

Start with an executive summary (maybe 100 words) which tells me WHY I should read the book. Tell me three ways I will benefit. If the book is non-fiction, quote a few key sentences from it.

For example: How to get your message to a million people during their tea break. Chapter 7 explains.


When you have an important message, TELL IT UP FRONT. Don't make me wade through eleven stages of preliminary quagmire, just so you can 'sell' me on something else.

I'm unlikely to stick around.

If you have information or stories you'd like the world to read let us show you how to achieve your objective. There are too many traps for the unknowing.

Finding a handful of simple spelling mistakes in chapter one doesn't help.

Non-fiction is the easiest book to put on Amazon. Fiction is a bit more complicated. Allow a week for thorough proofreading.

Anyway, if you'd like help, give me a call. No obligation. 
Call me: Brian Morris 0800-801994

Keep your real feelings about proofreaders close to your chest.



Just Dreamed Up

In composing a state map of New York in the 1930s, the General Drafting Company wanted to be sure competing mapmakers would not simply copy its work.

To make their map unique, the company's founder, Otto G. Lindberg, and his assistant, Ernest Alpers, scrambled their initials.

They placed the fictional town of Agloe at an intersection of two dirt roads in the Catskills north of Roscoe.

Several years later, they discovered Agloe on a Rand McNally map and confronted their competitor.

But Rand was innocent: It had got the name from the county government, which had taken it from the Agloe General Store, which now occupied a site on the intersection.

The store had taken the name from a map by Esso, which had (apparently) copied it from Lindberg's map. Agloe had somehow clambered from imagination into reality.

Similarly, in 2001 editors placed a fake word in the New Oxford American Dictionary as a trap for other lexicographers who might steal their material.

Fittingly, the word they invented was *esquivalence*, which was said to mean: "the willful avoidance of one's official responsibilities; the shirking of duties."

Sure enough, the word turned up at Dictionary.com (it's since been taken down), citing Webster's New Millennium Dictionary.

And as with Agloe, the invention has taken on a life of its own.

NOAD editor Christine Lindberg, who coined *esquivalence*, told the *Chicago Tribune* she finds herself using it regularly.

"I especially like the critical, judgmental tone I can get out of it: 'Those esquivalent little wretches' sounds literate and nasty all in one breath. I like that."

A much more interesting word than 'selfie', don't you think? ■

Competitions



Have a go!

For details of all competitions, click the links and join in. Usually entry is free!

Winners' names are posted on the SF 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>

A teenage boy had just passed his driving test and inquired of his father as to when they could discuss his use of the family car.

His father said he'd make a deal with his son: 'You bring your grades up from a C to a B minimum, study your Bible an hour a day, and get your hair cut neatly. Then we'll talk about the car.'

The boy thought about the offer for a moment, decided he'd settle for the deal, and they agreed on it.

After about six weeks his father said, 'Son, you've brought your grades up and I've observed you have been studying your Bible, but I'm disappointed you haven't had your hair cut.

The boy said, 'You know, Dad, I've been thinking about that. I've noticed in my studies of the Bible that Samson had long hair, John the Baptist had long hair, Moses had long hair... and there's even strong evidence that Jesus had long hair.' His father replied, 'That may be so. Did you also notice they all walked everywhere they went?'

Job Opportunities

[Writer, Accident Compensation Corporation, Wellington.](#) Write commercial branding narratives for a large corporate organisation. Full time. Apply now.

[Community Manager, Social Guy, Blenheim.](#) Write and manage social media narratives for clients including New Zealand Rugby, David Reid Homes and Harcourts. Full time. Apply now.

[Assistant Editor, Castleford Content Marketing, Auckland.](#) Write and edit blogs, video scripts and research papers. Full time. Apply now.

[Content Writer, Xtend-Life Natural Products, Christchurch.](#) Create content to drive interest and engagement across online and digital channels. Full time. Apply now.

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

[School Portrait Photographer, Photolife Studios, Auckland.](#) Specialise in student ID cards, portraits, school class and sport club photography. Permanent part time. Apply now.

[Photographer, Woolf Photography, Wellington.](#) Develop your skills as a location, studio, special event, commercial, architectural and audio visual photographer. Full time.

[Photographers, Classic Photo Booths Ltd, Wellington.](#) Photograph events for Westfield, SkyTV, New World, Singapore Airlines. Several positions available. Contract/temp. Apply now.

[Photographer, Torpedo7, Hamilton.](#) Shoot, edit and prepare studio/location photos. Full time.

When you see jobs listed but the APPLY BY date has passed . . . Apply anyway.

Contact the company and ask "Did this position get filled? I've just discovered it and I think I'd be the ideal person."

Quite often suitable candidates do not come forward. Hence the company may feel inclined to re-advertise the position. If you really ARE the ideal candidate they will be pleased to hear from you. Remember: If you don't ask, you don't get. Persistence is a virtue. Not applying is self-defeating.

He Sends Cheques

Author **Rosemary Kempthorne**
Reproduced for educational purposes

His cheque arrived in the mail this morning. Punctual. The way it is every six months. A note folded inside it just says: "I'm sorry."

I stand by the letterbox, staring at it a while, blinking back tears. It doesn't feel as if years have flowed under the bridge since that day. A neighbour waves at me, too far away to see my wet eyes, and I wave back before going inside. I put the cheque with the others. Then I sit down and start writing.

Dear Greg,

It's a busy time in Angela's life right now. She's due to graduate soon, and she's very excited, although she's still kind of stressed about the exams.

I tell her she'll do fine – she's worked hard, and once she sits down at her desk it'll all just come to her. I tell her not to worry.

She's amazing – so buoyant – the way you are when you're that age. She has her whole life mapped out for herself: she tells me she's going to start with law school, but she'll study some other things too (she's read the prospectus, and the calendar, she's very well informed.)

Maybe some literature, and some classical studies – ancient Greek art and so forth – she surprised me by wanting to do maths papers as well.

She'll travel after law school she tells me, she'll meet the right man, but she'll set herself up in her career before she gets married and has any kids. Criminal law: she's not quite eighteen, so she likes the high profile, glamorous options.

She's still into horse riding.

I thought she'd lose interest as she got older, but she hasn't. You should see her with the horse – she's a natural, and they bond – you can see the horse loves her and trusts her.

And she takes such good care of him – that always makes me proud.

You know I can't send you a photograph, but I hope this drawing is enough to show you how she looks these days.

She's growing up so beautiful ...

The doorbell rings. It startles me.

I can see through the glass that it's my sister, and I hide the letter under some newspapers before I let her in.

She seems to know anyway. "You're writing to him again, aren't you?"



I look down. I shrug.

Sylvia bites down on the tirade she wants to deliver, or the sermon maybe – you can never really tell with her. She comes out with a much milder, "Jasmine, I wish you wouldn't do that."

"I know you do."

"It's... creepy."

"Well, you've said that already."

That suppressed sigh again.

She looks at me as if I'm demented, as if she can't understand me.

But the pain and anger are hers as well. It's torn into our whole family, leaving us all gutted. She says, "I can't believe that monster will be out in less than a year."

"What can they do? He'll have served his time."

"I'd like to serve him something."

That's worth a smile. "You're the one who's supposed to tell me not to do anything stupid."

Her expression is pitying today, though not without impatience. And I feel the same. I want her to say what she's come here for, do whatever that is, and then leave. Sad, to be thinking that way about my only sister.

"Well, I guess you'll have to stop when he gets out."

"We'll see."

I wonder if I can find a forwarding address. I wonder if he'll give me one, if he reads and receives these letters as a kind of

penance, the way he sends the cheques.

Because Angela won't graduate at the end of this year.

She'll never be that old.

She was never old enough for her tenth birthday party, or to learn to ride those horses she

loved so much in books. She'll never look like the pretty young woman whose face I've sketched to go with this letter.

She won't go to law school, and she won't travel, or marry, or gift me with a gaggle of noisy grandchildren.

She'll never call me up to complain how the kids keep her up at night, or how hard her job is, and what an ass her boss is. She'll never complain about her husband, how little help he is, how he doesn't understand her.

I've never seen her on horseback. I'll never see her on her first date, or in a graduation gown, or in a long white lace dress.

I know he's sorry. I know he had a few too many drinks, he wasn't thinking, wasn't even himself.

I know he cried in the courtroom. I know he wailed and slobbered – over and over and over: how he didn't do it on purpose – would never – could never – never meant to kill a little girl.

"I'm so sorry! So sorry. Please, please forgive me, Mrs Harper... please, please, please...!"

But he did do it. And he can't take it back. He can't erase it. Can't make true my dreams – my wishes – my Angela: beautiful, dark-eyed, all grown-up.

And I write these letters, like clockwork when his cheques come in because I think: he should know. ◻