

## Food for Thought

January 2009

### Paying it forward: A glimmer of hope for the New Year

Food for Thought is our way of sharing interesting concepts on corporate leadership and management with others who might find it useful. The thoughts offered are intended to be controversial and thought provoking. They always follow our motto of helping develop logical leadership.

Last month, we continued our provocative holiday tradition of inviting you to donate to charity and offering to match your donations, in lieu of spending on greeting cards. (For details see [LogiStyle Food for Thought - December 2008](#).) We want to start the new year off with some good news, recognizing that we could all use some good news in these tough economic times. First of all, our offer of matching donations was fully subscribed. We matched the donations of 11 individuals, totaling \$1000, made to 9 different charities. The list of individuals and their selected recipients can be found at [2008 Charitable Contributions](#).

But more rewarding was that one recipient of these Food for Thought mailings, Glenn Mangurian, Principal of FrontierWorks, LLC, of Hingham, MA, chose to launch his own similar offer for the holidays to his network of clients and friends, in lieu of spending on greeting cards. His offer, too, was fully subscribed, with 10 individuals donating to 10 charities. This is just what we had originally intended for this provocative thought. Imagine the viral effect possible.

But, wait – there's more! One of Glenn's contacts, Arthur Bourque, CEO of Surveillance Specialties, Ltd. of Wilmington, MA, liked the idea so much that he offered to double up on Glenn's mailing and match the next 10 donors. Now, that is the spirit of giving.

To begin this new, and potentially a difficult, year we wanted to use our first Food for Thought mailing to tell you about how these ideas influence others, particularly in this heart warming way. We hope you had a relaxing holiday and a great start to the new year.

We have received many responses to our Food for Thought mailings, asking if you can freely

share and forward these thoughts. Indeed you can. All we ask is that a clear attribution to LogiStyle and our contact information are included. For the interested reader, we have archived some of our recent Food for Thought mailings at our website, and can be viewed at LogiStyle: Food for Thought Archive. As always, we welcome your comments. We hope your business is doing well. If we can be of any assistance please feel free to call – even, if just to chat.

Best Regards,

Balaji

Balaji Krishnamurthy

***LogiStyle***, LLC

P.O. Box 91182

Portland, OR 97291

(503)789-1338

[balaji@logistyle.com](mailto:balaji@logistyle.com)

[www.logistyle.com](http://www.logistyle.com)