

Once in a Bali Lifetime

Priorities

By William J. Furney
The Bali Times

If you were told today you had three months left to live, what would you do? Besides panic and fall into an abyss of depression? What would you do with your remaining brief time? If you had tons of cash, would you live it up like there's no tomorrow (and pretty soon there wouldn't be)? Or if you had a family, would you hunker down and spend each last, remaining minute with your loved ones?

For Randy Pausch, this was the life-ending scenario he was faced with, after treatments for pancreatic cancer failed. With three very young children and a youngish wife, he was left staring life – and death – straight in the face, and had to decide what to do.

"We cannot change the cards we are dealt, just how we play the hand," he wrote in *The Last Lecture* published last year, just before his death. The book is based on a final lecture he gave at his university, Carnegie Mellon, a tradition for professors who are leaving, for them to impart their wisdom on life. Only for Pausch, 47, a computer science professor, it really was his last time at the lectern.

Pausch wrote that the death sentence that was handed him was one of the best things ever to happen to him. That's astounding, and the book – available in Bali (I purchased it at a Peripus in Ubud) – is a life-affirming read, by someone who was losing his. As his clock winds down, he gives sage advice for the rest of us – how to get the most out of life, and focus on the priorities.

One example Pausch gives is that material items are just that, and if you center your life around them, you will lose out. As a bachelor – Pausch married relatively late in life, at 39 – he occasionally looked after young a niece and nephew, and at one time was taking them out in a new convertible of his. The parents of the children had warned them to be careful in the new car, but Pausch impulsively took out a soda can and poured it all over a seat, demonstrating that it doesn't matter about such things, that cars, as he wrote, are just there to get you from A to B.

It was a spontaneous act, one he didn't at the time quite realize the significance of, but in hindsight was entirely glad he did it. I think that's a wonderful thing to have done. We place far too much emphasis on the things in our lives, and taking care of them, instead of each other.

Shortly after Pausch married, his wife ran her car into his, in their driveway – by mistake. Petrified all day of her husband's reaction when he came home from work, when he did, she mentioned it over dinner and rather than run to his car to inspect it, he told her it was nothing to worry about and that he wanted to finish his meal rather than go see the damaged car.

"Tomorrow morning I'll get estimates on the repairs," the wife, Jai (pronounced "Jay"), said. He told her to forget it, that the dents that were in it could just stay there and that it was only a car and there was no need to care about what others thought of it.

Some have derided the life advice doled out by this dying man as clichéd, with one internet site saying: "Randy Pausch was lucky in that, thanks to the worldwide fame he achieved from his lecture and book, he died knowing that things he did and said would not be forgotten after he was gone."

"Without the pancreatic cancer, he couldn't have achieved that. Let's face it, you can't peddle the kind of pabulum cited [in the lecture/book] as 'wisdom' in the absence of a terminal illness."

While it's true there is some hackneyed counsel in the pages of the *Last Lecture*, Pausch's condition – and struggle – largely negates shades of pathos.

He talks early on about his good fortune with his parents, who were austere, notably with money, yet allowed his creativity to develop, chiefly by permitting him to draw pictures on his bedroom walls, something I did as a teen and wrote about in this column last year, when I commented on Pausch's passing, and continues about his childhood dreams and how he mostly achieved them. Which is fortunate for this man, middleclass and intelligent – and lucky, till he was struck down with a terminal disease. But though his life was cut short, it was ultimately full.

I would add: Go beyond your childhood dreams and open your mind up to all the possibilities, and you will go some way toward achieving – even surpassing – them.

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THE MIDDLE AGES

Studying the Truth about Consequences

By Susan Reimer
The Baltimore Sun

I used to be confined to the quiet talk in Christian crisis pregnancy centers and adoption ministries and support groups with church connections:

If you have an abortion, the sadness and grief will stay with you for the rest of your life. You will never be the same. You will never get over it.

However, the talk of long-term mental health consequences – commonly referred to as post-abortion syndrome – has begun to turn up in more public places: Supreme Court decisions, lower court decisions and debates in state legislatures.

The assumption that a woman risks a lifetime of depression after an abortion took on such solid roots that courts and lawmakers deemed it essential that women seeking abortions be warned.

But evidence of such debilitating regret just isn't there, a new and comprehensive study suggests.

Dr. Robert W. Blum, of the Johns Hopkins Bloomberg School of Public Health, and three colleagues reviewed more than 700 papers written on the topic in the past 20 years and found that all but a handful were essentially junk science, and the remainder did not find a connection between a woman's abortion history and her long-term mental health.

But tell that to those who have heart-rending stories – the women who can't forgive themselves or who grieve for the child not born. "The individual stories are very compelling," said Blum. "But when you look at it in terms of 150,000 people

"A clear trend emerges from this systematic review: the highest quality studies had findings that were mostly neutral, suggesting few, if any, differences between women who had abortions and their respective comparison groups in terms of mental health," the researchers concluded.

Blum said he was astonished at the number of papers that had been written on the subject and the poor quality of the research.

"Most of the studies were of small samples, short duration, weak comparison groups and made generalizations and claims that far exceeded their findings," Blum said in a telephone interview.

"And that was true on all sides of this issue – for those who found consequences and those who found no consequences."

Blum and his colleagues, Vignetta E. Charles, Chelsea B. Polis and Srinivas K. Sridhara, were able to glean only 21 papers from the stack of 700 that had "really tried to answer the questions they said they were trying to answer," and the results showed no strong causal link between an abortion and a woman's long-term mental health.

Everett Koop, who was well known to oppose abortion, reviewed the literature up to that point and concluded in a letter to President Ronald Reagan that "the politics of abortion skewed our scientific understanding of its impact and that the empirical

(who might be included in a study), the numbers don't line up to make this data as compelling as individual stories."

The bottom line, Blum suggests, is that abortion counselors should not be legally required to warn women of long-term mental health risks that do not appear to exist.

"What we are saying is that, given the weight of research and evidence, state governments and legislators and courts should not mandate clinicians to inform patients of things for which there is no viable data in support," he said.

That the research Blum and his co-workers surveyed should be so politically charged is no surprise, considering how polarizing the topic of abortion is.

He found that much of the research was aimed at proving a position – for or against long-term mental health consequences. "They were trying to prove or refute a point instead of taking it as straight-up research," he said.

As long ago as 1989 – the point where Blum picks up his survey of the literature – then Surgeon General C. Everett Koop, who was well known to oppose abortion, reviewed the literature up to that point and concluded in a letter to President Ronald Reagan that "the politics of abortion skewed our scientific understanding of its impact and that the empirical

evidence (of long-term mental health consequences) was inconclusive," Blum's report said in this month's issue of *Contraception*.

Elective abortion is one of the most common medical interventions in the world, Blum said. More than 1.2 million are performed annually in the United States. That means that, statistically, we should be seeing significant mental health problems. But that's not what the research shows.

"With so many women experiencing a termination, one would anticipate that long-term, post-abortion mental health problems would be similarly common were it a prevalent consequence of the procedures," the report said. "Lingering post-abortion feelings of sadness, guilt, regret and depression appear to occur in only a minority of women," the report said.

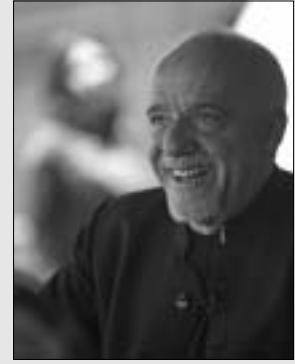
Certainly having an abortion is not the same as having a Pap smear. It would be natural for a woman to feel stressed by an unplanned pregnancy and to feel sadness after an abortion.

For women with a complicating mental health history, those feelings could be deeper or more long-lasting.

Women considering the procedure should be told that.

But they should also be told that those feelings nearly always pass.

The Warrior of the Light and His Skill



By Paulo Coelho
For The Bali Times

Inspiration and experience

A warrior of the light does not only use his strength; he also uses his opponent's energy.

Upon entering a combat, all he possesses is his enthusiasm, and the moves he learned during training: as the fight progresses, he discovers that his enthusiasm and training are not enough to win: experience is necessary.

So he opens his heart to the Universe, and asks God to inspire him, so that each of the enemy's blows is also a lesson in defense for him.

His companions comment: "See how superstitious he is. He has stopped the fight in order to pray, and respects his adversary's tricks."

The warrior of the light pays these provocations no attention. He knows that without inspiration and experience, none of his training will bear fruit.

Action and repetition

A warrior of the light notices that certain moments repeat themselves.

He often finds himself faced with the same problems and situations as before.

He becomes depressed. He

begins to think he is incapable of making progress in life, the difficult moments having returned.

"I've already been through this," he complains to his heart. "It is true, you have been through it," replies the heart. "But you never went beyond it."

The warrior then understands that the repetition of experiences have one single purpose: to teach him that he has not yet learned.

He begins to seek out a new solution for each repeated struggle – until he finds a way of conquering.

Fighting with who deserves it

A poet once said: "The warrior of the light chooses his enemies."

The warrior knows what he is capable of. He does not need to go out into the world talking about his qualities and virtues. However – like in the old West – someone is always appearing wanting to prove he is better than him.

The warrior knows that there is no "better" or "worse": each one has the talents necessary for his individual path.

But certain people insist. They provoke, they offend and they do everything to irritate him. They criticize each of his actions, and always try to prove that his choices are wrong.

At that moment, the warrior's heart says: "Don't accept the insults: they will not increase your skill. You'll get tired over nothing."

A warrior of the light does not lose time listening to provocations; he has a destiny to be fulfilled.

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An Internet Era Ends as Technology Icons Exit

Steve Jobs exiting the Apple stage, perhaps not to return, signals a close to an internet Age era with roots stretching back to the radical hippie movement of the 1960s.

His departure for health reasons comes some seven months after his renowned rival Bill Gates retired from Microsoft to devote himself to philanthropic work.

The two culture-changing men were seen as leaders of rival camps: personal-computer lovers versus the cult of Macintosh computers.

Vying technology allegiances were the stuff of fierce debates in coffee houses and other Silicon Valley social settings, with vitriol spewed by all sides.

Macintosh devotees were passionate underdogs standing up to PC faithful whose confidence was cemented by the fact more than 90 percent of the computers in the world are PCs running on Microsoft operating systems.

The dueling technologies had faces at which people aimed praise or scorn. Gates

was the PC. Jobs is the Macintosh.

Jerry Yang, the very public face of internet pioneer Yahoo!, was replaced as chief executive last week by Carol Bartz and it seems he has already faded into the purple and gold woodwork at the firm's California headquarters.

"In many ways we are stepping out of the age where the people are defining the company," said analyst Rob Enderle of Enderle Group in Silicon Valley.

"We talk about the Google kids, but are the founders truly icons? I argue not. We seem to be moving away from the age where there is a face behind the company, a larger-than-life human component."

Ironically, while Google and other modern internet superstars use private data about their millions of users to target ads, their founders tend to vigilantly protect their privacy.

"In many ways, internet companies are losing their personalities," Enderle said. "Ever-changing brands in a constant sea of surging names." Jobs and Gates, both born



Together at Last: Computer pioneers Steve Jobs, left, and Bill Gates at an industry conference in May 2007.

in 1955, grew up during the socially rebellious 1960s and bear its mark, according to Peter Friess, a historian who is president of The Tech Museum of Innovation in the heart of Silicon Valley.

Gates and Jobs both dropped out of college to pursue dreams of building computers for people.

Before Jobs and his friend Steve Wozniak made the first Apple computer, they crafted

a "blue box" to get around paying for long distance telephone calls.

"They came out of a time when culture meant a lot to all of us," Friess said.

"It was a revolutionary time. It is always a time that creates people. Now, Google, Facebook and others align much more with the system. Social networks don't change the world like Jobs and Gates did."

Bringing personal computers to the masses fulfilled a hippie mantra of "Power to the people," according to Friess.

While the first PCs and "Macs" were sold by Gates and Jobs before there was a web to surf, the men led their respective companies to glory in the internet Age.

"In time, I suppose we might look back at the leaders of big search companies in a similar way, but it really feels like a thin comparison," said University of California, Berkeley, information school assistant professor Coye Cheshire.

"If only because all these fantastic information services only became practical and truly useful once we had the PCs, Macs, iPods, Xboxes, Zunes, iPhones, etc in our lives."

Crises with climate change and wars fought for control of oil have set the stage for new iconic visionaries in the molds of Gates or Jobs to rise in the area of renewable energy, says Friess.

"Putting personal computers in the hands was really giving power to the

people," Friess said.

"I'm waiting for someone in the renewable energy world with the same vision Jobs had in the computer world."

In a rare joint appearance, Jobs and Gates reminisced on stage at an All Things Digital conference in California two years ago. The men joked that their rivalry was misunderstood.

"We've kept our marriage secret for over a decade now," Jobs quipped, eliciting raucous laughter from the audience.

While Jobs and Gates "personified the dispute" between Apple and Microsoft, the two companies are unlikely to change their ways without their iconic founders, according to analyst Michael Cherry of Directions On Microsoft.

"No one wants to die ... and yet death is the destination we all share," Jobs told a stadium packed with students during a 2005 commencement speech at Stanford University in Palo Alto, California.

"Death is possibly the single best invention in life. It clears out the old to make way for the new."

INTERVIEW With Audible and Olfactory Lures, One Marketer Helps Pull in Punters

By Lia Stewart
For The Bali Times

NUSA DUA – Bali boasts some of the world's most exotic resorts and a suite of famously atmospheric lounges and restaurants featuring stunning design, spectacular views, luxurious materials and excellent food. These properties are renowned for stimulating our senses of sight, touch and taste.

Now, when the island's tourism industry is bracing for the impact of the global financial crisis, Bali's hospitality providers are learning how to gain a long-term market advantage by further enhancing the sensory experience of their clients to promote customer satisfaction and loyalty – and company profit.

Singapore-based branding specialist Simon Faure-Field, CEO of Equal Strategy, says marketers have traditionally overlooked the significant sensory triggers of scent and sound. He offers personalized and integrated use of music and fragrance to make "people fall deeply in love with your brand."

"Branding is multisensory. It's not just a logo or a string of ads in the mainstream media," he told *The Bali Times*.

In Bali to meet clients The Westin and Club Med, and talk to potentials such as Ku De Ta restaurant and The Samaya in Seminyak, he sees Bali as "a very creative, resilient and dynamic market ready to embrace the new

wave of how business is operating in hospitality."

Big names already using Equal Strategy's sensory methodology and technology include Mercedes Benz, Citroën, Microsoft, Changi Airport, several banks, retailer Courts (Singapore), Raffles, Marriott, Shangri-La, Millennium & Copthorne and Pan Pacific resorts and a string of boutique hotels.

Equal Strategy uses a collaborative approach with its clients to find out about corporate culture and the purpose of an environment – what the client wants to create and what it wants its guests to do. Simon says it's a bonus if he can work with a client at the design of premises stage to influence details such as placement of speakers.

His substantial research shows the power of music to subconsciously influence customers – and staff. Too many operators rely on staff to select music, which is often inappropriate and can alienate customers. "Sound should work for you and be conducive to its space, rather than work against it."

In a retail environment, all components of music such as relevant content, tempo and volume may change, automatically and subtly, tens of times each day to reflect branding as well as desired activity and outcomes. Simon takes responsibility for the whole

package, including any licensing requirements, and can adjust the music remotely from anywhere in the world. In a resort, music can be consistent with overall branding but adjusted for individual areas to create the right atmosphere and guest environment. Light music on guest floors can mask sounds from guest rooms and give privacy.

Simon is passionate about the importance of "on hold" telephone messages. "Businesses can spend millions of dollars on advertising to make people pick up the phone and call them, only to be put through a chamber of torture. Time on hold needs to be engaging and comfortable for the caller and it needs to work for our client."

Equal Strategy has developed a systematic approach to creating and managing on-hold content which includes script writing and recording, sourcing voice talent and music, mixing and recording and managing the product. Important considerations include details such as oral accent. "It may be counterproductive for young Asian investors in a British-owned bank in Hong Kong to be addressed on-hold by a plump-in-mouth Englishman," said Simon.

In a quest for maximum flexibility and efficiency, Equal Strategy partners with quality specialists around the world. "If you need a New York voice, you will get a recording in New York, from a talented New Yorker at a reputable studio," Simon said.

There's little doubt the sounds you are tuned into in any environment can be a turn-off or a turn-on. Sound and smell together, says Simon, make a really powerful marketing tool.

"Smell is the only sense directly connected to the brain cells. Around 80 percent of our decisions are based on smell, which can evoke emotions and memories."

Equal Strategy says it applies research, technology and its partnerships with fragrance companies to offer a "bespoke approach to fragrance" that gives clients an infinite choice from existing fragrances and a capacity to create their own aromas.

Many businesses, says Simon, recognizing the power of scent, have been using centuries-old aromatherapy candles and press-button fragrance dispensers that may present safety issues and don't service large spaces.

By turning a liquid fragrance into a dry vapor and introducing it into air-

conditioning ducts, an environment can be evenly fragranced all day, he says. Intensity and delivery can be controlled. A client may choose to adopt, say, a pine scent for the Christmas period.

A unique ginger and lime scent was developed for a boutique Singapore hotel, Naumi, to reflect the ultra-hip property's cool vibe.

"Like music, scents must be appropriate to the environment and audience. In a sports store, the fragrance should be refreshing and vitalizing, with a citrus base. Peppermint has high arousal, which is great for productivity. Lavender is calming."

Simon Faure-Field, 38, founded Equal Strategy in the middle of the Asian crisis in 1998 and now, during a global financial meltdown, wants more Bali operators to develop sensory plans within their branding strategies.

"I really loved those first years," he says. "They were a challenge, which gives me a buzz, and they were a real test of our service, support and pricing. In challenging times you can really identify the market leaders who are open-minded and who

want to prepare for the future. "Good-times clients may not be all that committed but we enjoy 98-percent client loyalty."

In Bali, where many hospitality areas are open to the air, portable units can be developed to deliver scent and sound.



Scent of a Man: Equal Strategy CEO Simon Faure-Field at The Westin in Nusa Dua.

Lia Stewart