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Mack Newton on *Getting More from Less*

Here's a shocking truth: in America today 20% of the people earn 80% or more of all the money! That means that the remaining 80% of the population only earn 20% of all the money. Eighty percent only earns twenty percent?! You MUST be kidding!! No... I'm not. And you know what.... that eighty percent is lucky to be getting the twenty percent that they're getting. That percentage is actually shrinking. People are working harder and harder and getting better and better at doing things that bring them less and less. Until, finally they become absolutely expert at something that brings them absolutely nothing. Why is that? I think it's because people are spending all their time doing trivial, unimportant tasks rather than concentrating on the important few tasks, the ones that are going to earn the greatest return.

Understanding how to get more from less is based on the 80/20 or Pareto Principle and described by Richard Koch in his book "The 80/20 Principle : The Secret to Achieving More with Less." Simply put, it is a principle of balance that applies to every aspect of your life. Check it out and see if any of the following aren't true for you: 20% of customers result

in 80% of sales..... 20% of your carpets get 80% of wear..... 20% of employees do 80% of the work.

Here's how to get this 80/20 balance working *for* you instead of against you. Determine what 20% of your efforts are already earning you the most results. If I compile a list of ten items, eighty percent of everything that could be accomplished on that list is contained in only two items. My job is to find out what those two items are and concentrate on them. The remaining eight (that represent twenty percent under the best of circumstances) needs to be outsourced, delegated or simply ignored. Most people spend all their time working on the trivial eight items.... never getting around to the important few. That may explain why so many people are exhausted at the end of the workday, but still feeling somehow unfulfilled... they never got around to doing the important tasks. Usually the important tasks are unpleasant, difficult, just plain hard.

"The few things that work fantastically well should be identified, cultivated, nurtured, and multiplied."

~Richard Koch

"Things which matter most must never be at the mercy of things that matter least."

~ Goethe

The trivial many is usually pleasant, easy and maybe fun to do.

A helpful hint to master this skill is to see yourself as too important to spend your time performing trivial tasks. Never do anything that someone under your supervision can do equally well. Spend your time doing the important tasks that only you can do. This is a critical point.

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Newton Fitness Raises Funds for Red Cross

Newton Fitness has collected \$23,175.00 for the Red Cross relief effort in the Gulf Coast area affected by Hurricane Katrina. Mack Newton says: "I also have a client, who chooses to remain anonymous, who has matched the total amount we collected. That means that we will donate \$46,350 to the Red Cross relief fund."

Red Cross will allocate funds according to specific requests from donors, says Mack "so we can decide where we want this money to go, whether it's to schools, to children, or other purposes." Mack notes that there's a natural curve that occurs with disasters, with interest peaking and help pouring in at the early stages, but often leveling out as interest starts to wane. The need hasn't been lessened, however, and sometimes the people who really need help the most aren't getting it. Mack wants this money to benefit people as the days of recovery continue.

"This has made me so proud to feel that we're really doing our part to help to get that city back on its feet and maybe get money to a part of the city that really needs our help."

See a complete list of donors on page 3.



Together, we can save a life

Mack Newton Cooks at First Watch !

The Mack Daddy is cooking! Come to the First Watch restaurant on Thomas Road on October 14th between 7 a.m. and 8 a.m. and get a mouth-watering omelet hand-prepared by chef Mack Newton. All four Valley branches of First Watch will be hosting a "Free Omelet Day" from 7am to 2:30pm on Friday the 14th. Any omelet you order is free, and you are encouraged to make a donation to the St. Vincent de Paul Society. The money will go towards helping the poor and homeless.

Mack Newton is donating \$50 for every omelet he cooks and challenges his friends and clients to match that for every omelet they eat.

Says First Watch owner Tom Lux "It's been a great thing for us to do as a company and as a group of employees. We cook dinner at the St. Vincent de Paul fam-

ily dining hall two nights before free omelet day every year and that gives our employees an opportunity to participate. The free omelet day raised over \$10,000 last year and we hope to do it again this year. We love working with St Vincent de Paul."



Phoenix Locations:

One N. First St (Downtown)
9645 N. Black Canyon Hwy
61 W. Thomas

In Scottsdale:

4422 N. 75th St.

Recipe of the Month : Chicken Machaca

Peter Smith comes up with so many great recipes that he has a featured Recipe of the Month for the second month in a row. This is another spicy, delicious South-of-the-Border way to prepare chicken on the 3-2 eating plan.

Chicken Machaca

- 3 lb Chicken Thighs, Bone in w/skin
- 3-½ oz green chiles, roasted, skinned, seeded rough chopped (Or use fresh frozen green chiles found at Food City)
- 2 Jalapeno Peppers, seeded, medium diced
- 1 medium brown onion, rough chopped
- 2 Tbsp. 3-2 Gourmet Spice Blend**
- 1½ cups Water
- 1 head Napa Cabbage

Place chicken thighs skin-side up in roasting pan large enough to allow 2" between each thigh piece. Sprinkle meat with 3-2 spice. Bake in 350-degree oven for 1 hour or until chicken is browned and juices in pan have caramelized. Remove from oven, and let cool to room temperature.

When cool, pull chicken meat and skin off the bones, being careful to separate all gristle from meat. Roughly chop meat and skin into 2" pieces. Place chopped chicken meat in 4 quart Dutch oven. Cover with chiles, onion and jalapenos. Add 1½ cups water to the roasting pan and simmer on stove to loosen all meat particles from pan. Add pan gravy from roasting pan to chicken in the Dutch oven. Cover and bring to a simmer, cook for 45 minutes, stirring occasionally or cook until vegetables are soft and chicken shreds easily. Mash with potato masher or large spoon until a fine-strand texture and most juice evaporates. If too watery evaporate juices by cooking over high heat stirring constantly, avoiding scorching on bottom of pan. *Serve in Napa cabbage leaf topped with Pico De Gallo Salsa.***

Mack Newton on Getting More from Less

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When you spend your time only working on the important tasks, you never feel overworked or overwhelmed. Your stress level usually goes way down. You have a tremendous feeling of accomplishment ... and, of course, your productivity and profitability is also way up. When you apply this principle to every area of your life, you will move into that top 20% that earns the 80%. Once there, you need to turn your attention to becoming in the top 20% of the top 20%, which means being in the top 4%. Once there, your next objective is to get into the top 20% of the top 20% of the top 20%, which means being in the top 1%. I once interviewed a salesman for a national insurance company who had accomplished just that and he earned by himself more than fifty-four of his agencies top producers!

When you put yourself into the top 4-5%, you are impervious to depressions and recessions and therefore immune to any downturn in the economy. If you work for a corporation or a company, you've made yourself far too important to be fired under any conditions. What percentage group are you in?

—MN



**Recipes for the 3-2 Gourmet Spice Blend and Pico de Gallo Salsa are in the August 2005 newsletter, which can be read on-line at

www.macknewton.com

More 3-2 gourmet recipes on the website!

Master Newton returns to Taekwon-Do



Mack Newton
7th degree black belt master instructor

"I am so happy to be doing this class and I feel absolutely fantastic!" says Master Mack Newton, two-time Taekwon-Do World Champion.

"This group of committed students is heaven-sent. They love the classical, traditional approach to martial arts and I love being back at teaching the thing that represents me better than anything else."

Four committed students have begun their formal training in Taekwon-Do. A fifth student who has just joined is Kent McClelland, who was profiled as a Student of the Month in our December 2004 newsletter.



From Left to right:
White belts in back row: Chad Patton, Herm Serignese
Yellow Belts in front row: Andrew Tsekhanovsky, Joe Bond
Observing in background: Kent McClelland

Class Schedule

Monday 4 pm - 5:30 pm
Wednesday 4 pm - 5:30 pm
Saturday 12 pm - 1:30 pm



Newton Fitness Donors to Hurricane Katrina Relief

- | | | |
|-----------------------|-----------------------------|--------------------------------|
| ♥ Jean Bartolomei | ♥ Tammy Gosnell | ♥ Liz Russell & Stephanie Lake |
| ♥ Reg Batt | ♥ Lynn Grafman | ♥ Pat McGinley |
| ♥ David & Gail Berne | ♥ Cecil Hernandez | ♥ Mack Newton |
| ♥ Molly Boyd | ♥ Lorene Hernandez | ♥ David Robinson |
| ♥ Michael Campbell | ♥ Louise & Lorene Hernandez | ♥ Mark Russell |
| ♥ Cruz Carrillo | ♥ Debra Humphries & | ♥ Stuart Spivak |
| ♥ John Casalena | ♥ Kevin Crawford | ♥ Bob Tang |
| ♥ Ellen Cherrill | ♥ Robert Kiyosaki | ♥ John Turner |
| ♥ Peter & Bev DeFalco | ♥ John Lang | ♥ Marlene Woods |
| ♥ Susan Eller | ♥ David Larcher | ♥ Christine Zeihen |
| ♥ Joe Franquero | ♥ Jennifer & David Leiper | |



Health Hero of the Month : Debbie Schmidt



DEBBIE THEN

In just over nine months at Newton Fitness, Debbie Schmidt has lost a phenomenal 102 pounds and decreased her body fat from 55% to 37%. Debbie works in the office of Oregano's Restaurant and was strongly encouraged to join by her brother, Mark Russell, who owns the restaurant and has also worked out with Mack.

"I knew I needed to do something," says Debbie, "because I was spiraling downward. I was gaining weight almost by the minute and I wasn't feeling good at all. My cholesterol was high and my blood pressure was up and I knew I needed to make a change."

In addition to the weight loss, her cholesterol and blood pressure have descended into the normal range. "My doctor told me to continue whatever I've been doing, and took me off the medication I had been taking.

"I also have so much more energy," Debbie says. "I used to take naps every single day after work and I could hardly get through the day. I had also been on antidepressants for twenty years before I came to Mack's studio. I'm not on them anymore. So on top of making me more energetic, the workouts are a terrific mood enhancer. I feel wonderful!"

At 52 years old, Debbie says she had been fat her

whole life. "The reason was uncontrolled eating. I just ate whatever I wanted, whenever I wanted. It's the way I used to comfort myself. Food cravings disappeared after I started on the 3-2. I eat a lot of food and don't feel deprived at all."

"The hardest thing to get used to with the workouts was exercise, period! I had never exercised in my whole life, so this is all new to me. It's been a real journey. It's the hardest thing I think I have ever done in my life, but it's the most rewarding also." Although she always preferred being indoors before, now she has learned to ride a motorcycle and hikes up mountains.

"Mack is very tough as a teacher but he's getting results from me. The talks he gives us are very inspirational and really help me get focused again if I start losing my way. He teaches us to handle stress and just get our heads on straight about everyday life."

"Watching Debbie's success is so enjoyable and rewarding for me personally," says Mack Newton. "When she began, I don't think she really believed she could accomplish as much as she has. Changing her body has also changed her as a person. I see her spirit and it convinces me and the rest of the class that *anything* is possible."



DEBBIE NOW



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