

# On seizing opportunity and speaking diplomatically

We are in the middle of rough times economically and politically in the United States. We have to deal with real economic worries, chiefly about the safety of our money within the banking system. So, now, what used to be a footnote on all bank ads, has become a selling opportunity: the FDIC logo. All banks want to reassure their customers that the FDIC backs their assets. Some banks have increased the size of FDIC logo and others such as Schwab are using it during commercials on TV. Schwab clearly created their newest campaign to reassure its clients that their assets are safe. Another banking opportunity seems to be the CD. You may have noticed that more banks are advertising their CDs, with their “higher” APYs. Today’s Washington Post featured ads for both Commercial Bank and Wachovia CDs. Again, these are FDIC insured and promise “real” returns, unlike the volatile stock market.

A couple of days ago I saw Laura Bush being interviewed by CNN. This woman can teach everyone how to speak, convincingly and politely. She is a real pro! The interviewer asked if Mrs. Bush thought that Gov Palin had enough foreign policy experience. Mrs. Bush said no, she didn’t because it wasn’t her role. She also said she was excited to be able to vote for a woman on a Republican ticket. I can’t do Laura Bush justice by paraphrasing her, but I can assure you she answered the questions, not with obfuscation (as Sarah Palin does) but with tact and diplomacy. She knows how to communicate assuredness. She is calm and can stick to talking points without sounding like she is sticking to talking points. Overall, I think she is the best thing in the Republican party.