



You Rock Newsletter

VOLUME 1, ISSUE 2

You Rock Academy Helps Leaders Tap the Power of Big Dreams

In March 2009, business owners and professionals from the Rochester area began an intensive nine-month program designed to strengthen their leadership in all aspects of their lives and to better achieve their business and career goals. This deeply reflective and action-oriented process began with creating and bringing their “Big Dream” into a laser-like focus. Through a series of creative group and individual activities, participants assessed and aligned their behaviors, support systems and plans towards their *Dream*.

—Justin Kirk

“... It was this baring of their souls that most impressed me. ... Even more important than the dream itself was that each participant learned a great deal more about themselves. ... The camaraderie between Melody and the participants instilled both acceptance and confidence.”

After several weeks of deep reflection and vision planning, the result culminated in crystallizing their dream and personal accountability.. Participants gained a greater appreciation of their strengths and of what they could offer others. During the “Dream” segment of the three-part *Dream-Believe—Achieve* series of workshops, participants charted their personal and professional paths by reflecting on their core values and purpose and where they have been. Removing past barriers

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Family, friends, and business associates listening intently at the “Big Dreams” Forum



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The New Entrepreneur's Dream Forum

—Vern Underhill

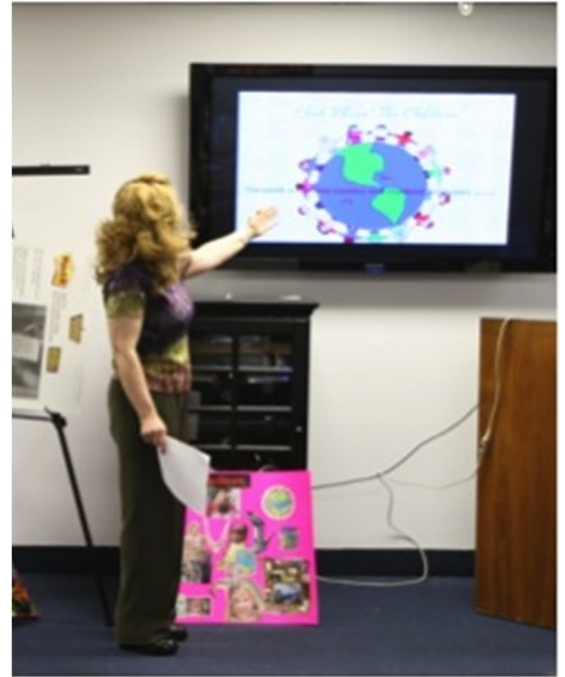
“Not only could I see the course my wife is carving for herself, but also the other participants. By seeing their dreams ... I saw the synergy of the group and how each brings their own experience, aspirations, and emotions to the Academy, which influences the whole group . . .”
~ Vern Underhill



L to R Joy Underhill, Diane Garga, Melinda Bessey, Kathy Roth, Theresa Fischette, and Linda Deutsch

—Program Participants

“I witnessed stories of personal transformations that were inspiring. Clearly, this workshop helped participants reach deep into themselves to identify what they wanted in life and to find the commitment to make it happen. ”



Lynne Nowbar

—Program Participants

“The Dream segment was both exciting and intimidating. It wasn't easy to visualize the future without the influences of your past. When you do it that way, you get more of the same. This process helped us erase the past so we could really see new possibilities.... Only then did my dream emerge... This is where you find your real potential.”

“The program required me to take a hard look at myself ... the good, bad, and the ugly... and to get in touch with my strengths. I really had to think about what I wanted over the next five-years. This was no easy task.... ”

The Power of Big Dreams

—Joy Underhill

“I thought I knew my classmates fairly well until the day of the ‘Dreams’ forum. That day, I saw a passion that was even greater and incredible courage in telling others how they wanted to be accountable. I found it both a challenge and a pleasure. I created a presentation, that helped me focus better on what I’ve always wanted to express.”

allowed new possibilities to emerge. They then developed a five year vision. Participants come from a range of professional backgrounds including: education, marketing, technical writing, curriculum development, sales, investments, and post-graduate students. Among these impressive visions were: community development, expanding financial markets, new product development, children’s center, and a restaurant chain. Along the way, they built trusting relationships with each other and held each other accountable in realizing their vision.

On Saturday April 25th, they concluded the *Dream* segment of the program with a formal display and presentation at a public You Rock Academy Forum. Each person presented a five-year vision to an audience of family, friends, and business associates. It was a powerful exercise in which each person committed



themselves to their dream and cultivated a social support structure with their workshop peers and those they invited.

Studies on effective leaders and entrepreneurs show key components to their success include having a compelling vision, defining a clear purpose, and activating a support network of trusted advisors and resources. The participants are now well along the way of becoming stronger business and community leaders.

The next phase of their Dream – Believe – Achieve Program focuses on enhancing key leadership competencies, strategic planning, assessing resource requirements, developing innovative action plans, and activating support networks.

Dream-Believe-Achieve

To learn more about the *Dream-Believe-Achieve* program go to www.yourockacademy.com. This program is guaranteed to transform you! *Dream, Believe, Achieve* is an intensive, nine-month program that takes you step-by-step through a process to transform old habits, behaviors, ways of seeing and doing things. The program uses a unique process that touches every aspect of your life; personal, business, mind, body, and soul. It impacts all the relationships you have and makes a difference to the people in your life and around you. If you would like more information about this or any of our other offerings, please e-mail us at Lauren@yourockacademy.com with You Rock “Workshops” in the Subject Line. Or call, (585) 442-1704.

You Rock Soirees

Network Connections

Friday Soiree —Soup & Cinema

Friday, June 26th 5:30 pm to 8:00pm

“What the Bleep Do We Know”

Science and spirituality come together in this mind-bending trip down the rabbit hole.

What is reality?

Are all realities existing simultaneously?

Have you ever seen yourself, through the eyes of someone else? Why do we keep the same realities, the same relationships?

Embark on a life-changing journey with Amanda (Marlee Martin), a divorced photographer who tumbles down a metaphysical rabbit hole.

“What the Bleep Do We Know” combines documentary-style interviews, computer-animated graphics, and a narrative positing a spiritual connection between quantum physics and consciousness.

YOU ROCK SOIREES are a fun way to meet people in a comfortable, friendly, social atmosphere.

*“A thought-provoking movie and genuine conversation ...There was immediate intimacy and new friendships.”
~Heide Parreno (May, Soiree)*

Join a mix of people on a monthly basis around a themed event. All featured activities are designed to spark our thoughts, imagination, and actions while encouraging thoughtful conversations and connectedness across a diverse community.

Save the Date for future Soirees:

Friday, July 17th 5:30 pm to 8:00pm
Friday, August 14th, 5:30 pm to 8:00pm

CALENDAR

July-August-September

Professional Development

Dream-Believe-Achieve

Mini-Retreat—A taste of a 4-month group coaching program. Full course starts in September.

Monday, July 23 5:30 pm to 8:00pm

Tuesday, August 18, 8:30 –11:00 a.m.

The Empowerment Trilogy

(A Breakfast Briefing)

A unique approach to leadership and professional development.

Thursday, July 23, 8:00-10:00 a.m.

Thursday, August 20, 8:00-10:00 a.m.

Extreme Change:

Chaos or Opportunity?

Wednesday, July 22, 9:00-11:30 am

Wednesday, September 23, 7:00 —9:30 pm

Strategic Marketing

Thursday, September 10, 9:00 a.m. -3:30 p.m.

Youth Academy

Leadership Strategies for Teens

Orientation Session: Monday, July 3:00-4:40

Group & Coaching Session: August 3,10,17,24

Mondays 10:00-12:00 am., or 2:00-4:00 pm

NEW! Art & Poetry Contest: Grades 9-12

Deadline: Monday, Oct 5, 2009

YourRockAcademy.com for details

The Power of Positive and Diverse Relationships

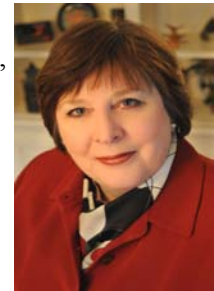
Establishing and maintaining relationships with others are important elements in being successful leaders and entrepreneurs. The ability to create *positive* relationships is even more important to our success. Studies in human behavior inform us that we are, by nature, more likely to build relationships with people who we have things in common with more so than with those who are different from us. We do, however, operate in a global marketplace with people from a multitude of cultural, ethnic, racial, technical, artistic, educational, and economic experiences. Our ability to connect and create positive relationships with others who are different from us is equally important to our success. Building our networks with richly diverse positive relationships sparks new ways of addressing old problems. It broadens the realm of solutions and opportunities.

Positive relationships are built on trust and foster trust. The following are some steps you can take to build trust in relationships and foster a support network of diverse and positive relationships.

1. Seek opportunities to meet and develop a relationship with people who are different than you (e.g. culture, ethnicity, racial, profession, etc.).

2. Take time to discover what you have in common (e.g. core beliefs, interests, family values and legacies, etc.).
3. Be respectful of cultural differences.
4. Be aware and acknowledge each other's uniqueness.
5. Be alert and attentive to the needs and expectations of the other.
6. Be open to new ideas and different perspectives; listen without judgment.
7. Be authentic.
8. Avoid stereotyping or drawing conclusions on assumptions.
9. Avoid one-sided conversations, speak less about yourself, and ask more about others.
10. Discover ways to be of support to others.

By making an effort to build trusting, positive relationships we create supportive networks that build self-confidence and self-esteem, and foster innovation and performance. Our networks encourage and empower us to take the steps we need to achieve our dreams.



Diane Garga, Ph.D.
V.P. You Rock Academy

Finding Success in Embracing Our Differences

“There is tremendous room for personal growth by simply being conscious of your reaction to feeling different.”

This was the message delivered by Melody Cofield, President and founder of You Rock Academy and featured speaker at the Rochester Chapter of the Public Relations Society of America's "Finding Success by Embracing Our Differences" program. Held at Marios's in Pittsford, Melody spoke of how we are naturally attracted to people who are similar to us, and less comfortable when we perceive people to be different from us.

Ms. Cofield continued by saying "diversity of thoughts and ideas encompasses more than acknowledging experiences and views; it means embracing these differences as a way of understanding and dispersing our gifts." Applying her diversity message to the workforce, Cofield says "A diverse workforce creates a larger pool of knowledge from which to attract a wider market. In conclusion, Melody encouraged all to leverage valuable differences rather than succumb to quick responses and stereotyping. In so doing, new thoughts and ideas, not possible otherwise, are created; allowing an organization to capitalize on their human capital.



GREAT FOOD FOR THOUGHT

“Are apples and oranges really all that different?”

“I got your call last week. Always a pleasure to hear from you. I was hoping you would join me. It’s my favorite treat and especially good with vanilla ice cream..”



Have you ever referred to “mixing apples and oranges” as a way of expressing two completely different things? Did you know they are from the same fruit family? Under ideal circumstances... such as in a fruit salad... don’t they “pear” up nicely and actually compliment one another? In fact, there has been at least two “unscientific” studies on the subject indicating that the two fruits are actually quite similar. So much so that many languages refer to oranges as a “golden apple!” How would life be if we spoke the same way about the differences we see in other people who are different from us? Wouldn’t diversity be delicious?

Baked Spiced Apples & Oranges

5 apples - peeled, cored and diced
4 oranges, peeled and diced
1 cup brown sugar
3/4 cup shredded Cheddar cheese
3/4 cup chopped walnuts
3/4 cup coarsely crushed buttery round crackers
1/2 cup butter
3 tablespoons all-purpose flour
1 teaspoon ground cinnamon
1/2 teaspoon ground nutmeg
1/2 teaspoon ground cloves
1 teaspoon baking powder
1/4 cup liquid non-dairy creamer

Directions:

1. Preheat oven to 325 degrees F.
2. In a large bowl, mix apples, oranges, brown sugar, cheddar cheese, and walnuts.
3. Spread evenly in a 9x13 inch baking dish.
4. Sprinkle crushed crackers evenly over the fruit.
5. Melt butter in a small saucepan over medium heat and whisk in flour, cinnamon, nutmeg, cloves and baking powder.
6. Drizzle over the crackers, then drizzle the creamer over the casserole.
7. Cover with a lid or aluminum foil.
8. Bake for 1 hour in the preheated oven.
9. Remove from the oven and uncover. Stir gently to fold in the crust.

Variations:

This recipe proves apples and oranges can coexist; not only as a great side-dish for a holiday gathering, but as a delicious dessert over French vanilla ice cream.
Enjoy!

You Rock Cafe is a cozy place where you can sit down and relax with friends after a long day to share your thoughts and stories about everyday life. You are encouraged to join us and share your thoughts and stories by **BLOGGING** us at www.YOUROCKCAFE.com.



Theresa Fischette,
Editor

Often, in pursuing perceived similarities, we are made anxious by perceived differences. Diversity of thoughts and ideas, though, encompasses more than acknowledging experiences and views. It means embracing differences for it is those differences that give each of us something valuable to offer.

If you would like to submit an article in an upcoming newsletter, please e-mail us at Lauren@yourockacademy.com with You Rock Contribution in the Subject Line. Or call, (585) 442-1704.

