

## **An Evening to Remember!** by Mark Matteson

As we drove through Beverly Hills, Adam said to me, “We are looking for the Ruth’s Chris Steakhouse; keep your eyes peeled.” A block or two later, I said, “There it is. They have valet parking!” We were running a little late for a Hollywood networking event that famed publicist Michael Levine was hosting. “We don’t want to be *tooo* late,” my new friend, mentor, and fellow speaker, Adam Christing, said to me. To see his amazing demo video, go to: <http://www.youtube.com/watch?v=2Po4CDy067U>.

We walked in and were escorted to a private room in the back where 50 professionals from all walks of Hollywood life were networking. It was clear that Alana Stewart, Rod Stewart’s former wife, was the guest of honor. She has written a book about her late best friend, Farrah Fawcett. Her book profiles the courage and honesty in which the former Charlie’s Angel faced down cancer. Michael Levine is Alana’s publicist.



**Michael Levine** is an American [publicist](#), best-selling author, and motivational speaker. He is also the founder and president of Levine Communications and creator of the LBN E-lert.

In addition to writing 19 books, he conducts seminars and speaks regularly around the country. We were asked to sign in and write down our e-mail address and phone number. Michael has 300,000 subscribers to his daily e-lert, a kind of What is Going on in Hollywood daily e-newsletter. When I think of Michael, a single word comes to mind—INFLUENCE! He is one of Hollywood’s A-list players.

**LBN—BEHIND THE SCENES:** A sold-out crowd filled the Ruth's Chris Steakhouse in Beverly Hills for the second LBN Dinner Club event with special guest of honor, author Alana Stewart ([\*My Journey with Farrah\*](#)).



1. Adam Christing, Kim Swartz, Mark Matteson 2. Lisa Hay Morrin, 3. Dave Koffer, 4. Ann Turkel, Liam Collopy, Alana Stewart 5. William Vu, Glen La Ferman, 6. Suzanne Sena, 9. Bettie Youngs

Dinner with Michael Levine is a seminar in people skills, world-class networking, and communication skills. His Clintonesque manner, his grace, and deft handling of introductions was a thing of beauty. Michael held court and everyone in the room hung on his every word. He opened with a story that had everyone in stitches. He asked each person to stand up, tell the group their name, occupation, and favorite movie (this is Hollywood, after all).

Alana spoke about her book, everyone networked, and we enjoyed a terrific meal. At dinner, Michael asked me three BIG questions:

1. What is your number one goal for this next year?
2. Why haven't you achieved it already?
3. What will you do differently this next year to achieve it?

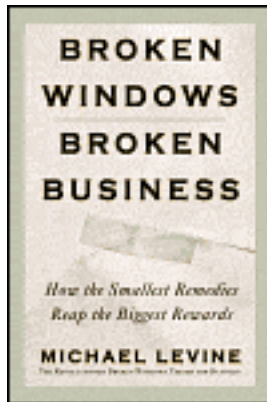
It was like a page torn from one of Jim Rohn's books or seminars. He was a mentor whom Michael and I shared. Mr. Rohn passed away last December at age 80. He was America's foremost teacher, business philosopher, and speaker. He dispensed, in a word, WISDOM. Look for Mr. Rohn on YouTube. He had a unique voice, deep, powerful, and commanding. The stories he told were memorable. What he had accomplished, farm boy makes it to Beverly Hills, was an American story about what is possible through personal development, the right attitude, hard work, and being 100 percent responsible for your own destiny. He was Tony Robbins first mentor.

As I began imitating Mr. Rohn's voice and spouting quotes from his books and CDs, Michael laughed uproariously. He shares the same rags-to-riches story as Jim Rohn. I am working on following in their footsteps.

At the end of the dinner, Michael asked each person to leave the rest of us with a parting thought. I considered mine carefully, and when it was my turn, I simply said, "You will be the same person in five years, but for two things: the people with whom you associate and the books you read. Thanks for letting me play in this fabulous sandbox!"

As Adam was driving me back to my hotel, I turned to him and said, "Now THAT was an evening to remember!" It was.





### Book of the Month

Criminologists James Q. Wilson and George L. Kelling first put forth the broken windows theory in a piece called "Broken Windows" for the *Atlantic Monthly* in March 1982. It explains what a broken window is in criminal justice terms. When Wilson and Kelling first unveiled the theory, the idea of concentrating on seemingly petty criminal acts like graffiti or purse snatching seemed absurd: How would a crackdown on jaywalking lead to a decrease in murders? The broken windows theory states that something as small and innocuous as a broken window does in fact send a signal to those who pass by it every day. If it is left broken, the owner of the building isn't paying attention or doesn't care. That means more serious infractions—*theft, defacement; or violent crime*—might also be condoned in this area. At best, it signals that no one is watching.

The brilliance of this theory is that it goes much further than one interpretation. It can, and should be, applied to business, too. It can make a critical difference—if American businesses will simply take the time and have the courage to notice.

Michael Levine's seminal book is about "broken windows" in business: how they happen, why they happen, why they are ignored, and the fatal consequences that can result from their being allowed to go unchecked. It is meant as a cautionary tale, a primer, a road map, a manifesto, and a salute to those companies that fix their broken windows promptly. Even if you don't think that little things don't make a difference, you really should read this book—it may save your business. If you don't run a business, but would like to, this book can be the road map to your success.

#### Reviews:

"Michael Levine's *Broken Windows, Broken Business* is inspired, impactful and important. The right business message for our time."

-Stephen R. Covey, author of *The 7 Habits of Highly Effective People* and *The 8th Habit: From Effectiveness to Greatness*