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SPRING IS HERE, TIME TO GROW BUSINESS

BY

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KNOW THESE?- Here are some terms which you may not be familiar. Give them some thought and you will find the understandings toward the end of this edition of the Newsletter.

FORMS OF UNEMPLOYMENT

STRUCTURAL FRICTIONAL CYCLICAL

*Please don't miss the **Professional of the Edition** on the following page.*

IT'S SPRING, GET RID OF STRESS- You've all heard the saying, "stress is a killer". Well, it is but worse than that is living with it. I seriously doubt any of us want death to be the cure for our stress. Here's some things that may help you understand the magnitude of damage that can result from stress. Researchers have found that stress can have a lasting, negative impact on the brain. The neurons in the hippocampus, an important brain area responsible for reasoning and memory are damaged by stress. Extended stress can cause permanent damage to the "dendrites" of the neurons which allows brain cells to communicate with each other. In short and lay terms, extended stress most likely will cause irreversible brain damage which will readily be recognized by your performance on a daily basis. So, stress is ,yes, a killer but it is also a "crippler". Thus far, you must be wondering why such a negative beginning for the beginning of a beautiful Spring. And, the answer is that in order to have a healthy and happy Spring one must be prepared to beat the "devil", stress. Much of one's stress is caused by having to deal with difficult people. How often have you heard colleagues tell a story about a difficult person with they must interact? A lot as well as you telling a similar story. I've done some research on this problem. The answer is easily converted to words but the activity necessary to accomplish it isn't easy, but very necessary. A Company, TalentSmart surveyed over one million people and discovered that 90 percent of top performers in their respective fields are skilled at managing their emotions in times of stress. Their success is very much attributed to their ability to neutralize difficult people in difficult times.

First, there are negative people who need to vent and if you are within ear shot, you can be dragged down to their emotional strife level. So, say some sympathetic words and remove yourself quickly. Would you stay in a room with a chain smoker and inhale all that second hand smoke. Got it.

A difficult person with whom you must interact, can't be avoided but can be controlled. Ask them to write a quick understanding of the *work* related topic and have them respond to an assistant with whom they wouldn't likely share their problems. If you are the team leader, then lead and remove yourself. If you can't leave, then speak up and set a dead line for today's work schedule and then remove yourself. **(CON'T)**

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Structural Unemployment

A type of unemployment that is a direct result of economic changes, but yet at the same time, offers the possibility for new, different jobs opening up in other areas of the economy. In 2009 Obama suggested to those losing their jobs to start their own businesses or go to school for a new career opportunity. To do this one had to have the resources or a great exit parachute. The factory worker or manual labor people still had to feed the family. Great solution for the few lucky ones.

Frictional Unemployment-

Another type of unemployment is frictional. Frictional unemployment is a temporary condition that results from imperfect information about the job market by job seekers. That is, when someone is looking for work but can't find it. Although frictional unemployment is always present in every market, it's a short-lasting type of unemployment that comes and goes. Confused? For instance, when someone graduates college and is looking to upgrade their job from the service industry to finance, that is a case of frictional unemployment. This sort of unemployment can be brought on by a host of reasons, including an upgraded skill set, being fired, or just looking for a change in work. Frictional unemployment is the most common type of unemployment in the economy today.

Cyclical Unemployment-

The final type of unemployment is cyclical. The cycle that this type of unemployment is referring to is one of the economy itself. For example, during the Great Depression, when the unemployment rate was 25%, the cause was cyclical unemployment. This type of unemployment is caused by long-term economic conditions, which typically move cyclically.

(CON'T)- Being in control is of the utmost importance. Don't engage in a battle. Keep the "focus" on what is important and for which you all are responsible. Be firm and lead the discussion to the direction that is of best benefit to all. This is then extended to separating the problem from the solution. Problems are most often readily recognized which means there is no advantage to re-hashing it or them. Focus on the solution and address the "downer" asking that he / she produce at least two solutions and be prepared to defend them at a specified time. You are then re-directing his / her mind to a contributory outcome.

Successful people in high stress scenarios are able to forgive the perpetrator but they don't forget. As a leader and a smart individual, you forgive because it is negative and a stress creator and it will allow you and the project or job to move on. However, you mustn't forget. It also doesn't mean you'll give the protagonist another chance. Being smart, you can't allow yourself to be bogged down by unnecessary plights or interpretations of others and their mistakes. You must draw the boundaries of acceptance in your regime. You establish parameters of meetings and each meeting must have a previously decided time period, so promptness and work ethics must meet those requisites.

Now, when you aren't the one in control, you have to "turn off" the negative overtones of a protagonist, and mentally construct responses to the work problem at hand. Don't self-talk yourself by rehashing the stress being cast at you. Let it go, think about something you like or are looking forward. And, lastly, get some sleep. Sleep is the key to good mental health and a much more positive approach to life in general and certainly to the stressful person (s) and / or problem for which you are responsible. Smile every time you see a mirror and greet everyone you see with a smile and a few nice words. It helps you and those you are facing.

THIS EDITION'S SELECT PROFESSIONAL

Donna L Adelsberger, Esq., Donna Adelsberger & Associates, P. C., 2782 Jenkintown Rd., Glenside, Pa., 19038

Ms. Adelsberger is an attorney who does a great deal of work in the South Western portion of New Jersey as well as in her area of Pennsylvania. Here is a lady who has an amazing command of the law and her application is impeccable. Ms. Adelsberger is a person you don't want to challenge to a staring contest, because she doesn't blink. There's no reason for her to blink as she is so very rarely wrong. I have had the pleasure of working with her on several occasions in litigation cases. Many attorneys live their cases and emotionally respond to the inter-actions. Ms. Adelsberger, is always calm and collected. She doesn't succumb to emotions, but it doesn't mean she doesn't make her actions as an attorney hard hitting. She as an uncanny means of controlling the situation and the arguments in a case. Her practice is primarily for insurance defense and coverage litigation. They also maintain a general practice including real estate, estate and elder law and commercial litigation. She is licensed and admitted to practice federal law. For appraisers in Pennsylvania and Southern New Jersey, if you have a problem get to her ASAP.