



## It took 15 years to write this.

***This month marks the 15th anniversary of my company, and more than a few thanks are in order.***

In May 1998, I started a consulting firm with the express purpose of helping good causes reach more people with more impact. In fifteen years, our full-time staff has doubled in size (from one to two), and thanks to our humble services, our clients have ended global warming, poverty, intolerance and other "insurmountable" problems. (We're still working on the whole Mideast kerfuffle but hope to have that done by Friday.)

While I have a few quiet minutes at our global headquarters buried deep within the Hollywood Hills, I wanted to acknowledge (seriously, now) the people it's been my great joy and privilege to work with most closely over the last decade and a half. The cliché "I couldn't have done it without you" doesn't come close to expressing my appreciation for their contributions.



May 2013

**It took 15 years to write this**

Happy Anniversary to us!

 Join Our Mailing List

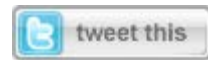
## About Us

***free-range thinking*** is written by Andy Goodman and edited by Lori Matsumoto. To read back issues, download free publications, and to learn more about our work, please visit [www.agoodmanonline.com](http://www.agoodmanonline.com) and [www.thegoodmancenter.com](http://www.thegoodmancenter.com).

To reach Andy directly, please call (323) 464-3956 or send an email to [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com).



FOLLOW ME ON TWITTER



### **Thank you, Lori.**

Office manager, associate instructor, newsletter designer and editor, cultural guru - Lori Matsumoto has been my left arm for more than 7 years. (I'm a southpaw, FYI.) If you've ever worked in a small office - and it doesn't get much smaller than ours - you know the importance of having a teammate who not only can handle anything you throw at her, but who can also abide your personality quirks (and yes, I have a few). Lori does it all with grace and good humor, and when the humor runs out, she's very good at pretending it hasn't.

The highest compliment I can pay Lori is this: when I travel, people I meet on the road often think there's a team of very talented and dedicated folks back at the office supporting me. There is. It's called Lori.

### **Thank you, Terrence and Colin.**

Some of our happiest clients have never met me. That may sound odd for a company launched as "a goodman" and that now includes an online school called "The Goodman Center," but it's true. Over the years, when there have been speaking or training opportunities that I could not accommodate for one reason or another, I've turned to [Terrence McNally](#) and [Colin Rowan](#). Both are experts in communications and gifted speakers, and I've been fortunate to have them represent my company whenever called upon.

### **Thank you, Chris.**

Chris Hershey and I published two bad books together, and I couldn't be prouder of our collaboration. *Why Bad Ads Happen to Good Causes* and its "sequel", *Why Bad Presentations Happen to Good Causes* show how brilliant design can take serious research and make it fun to read. I also want to acknowledge all the talented people at [Hershey/Cause](#) who share our dedication to helping good causes reach more people with more impact.

### **Thank you, Rob.**

The Goodman Center would never have happened without its co-founder, [Lipman Hearne](#) and the personal support of Rob Moore. Through these webinars, we're now able to reach nonprofits of all sizes and good causes in all parts of the globe. Rob personally stirred up strong interest in storytelling among colleges and universities, and my gratitude is almost to the point where I can abide his incessant chatter about the Chicago Bears.

### **Thank you, Kristen.**

When you speak and train as much as I do, you share podiums and platforms with many people, but nobody has stood shoulder to shoulder with me more often (figuratively speaking, that is) than Kristen Grimm. Even before there was a [Spitfire Strategies](#), the "Kristen & Andy" show was making the circuit in nonprofit and foundation venues. It's been my pleasure to have a ringside seat as Kristen has built Spitfire into one of the most respected communications firms in the public interest sector, and I've been honored to be part of Spitfire's guest faculty since they began training.

To subscribe to this newsletter, [click here](#). To unsubscribe, [click here](#).



**a goodman**

GOOD IDEAS FOR GOOD CAUSES

**a goodman**

444 North Larchmont Blvd.,

Suite 102

Los Angeles, CA 90004

323.464.3956

**Thank you clients, colleagues and friends.**

You're too numerous to list here by name, but you know who you are (and if you've taken the time to read this far, I definitely mean *you*.) You gave me feedback when I sent you the first issue of *free-range thinking*; you proofed early drafts of my books; you forward articles about storytelling that you've come across; and you never fail to check in when the Lakers make an early exit from the playoffs. I love you anyway.

**But most of all...**

Thanks to my wife, Carolyn, and my two children, Dan and Olivia, for supporting me every step of the way during this fifteen-year ride. Traveling remains the hardest part of this work, but thanks to them, coming home remains the best.

Now if you'll excuse me, I've got some Korean missiles to defuse.

[^ back to top](#)

[Share this newsletter with a colleague](#)



This email was sent to lori@agoodmanonline.com by [andy@agoodmanonline.com](mailto:andy@agoodmanonline.com) | [Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe<sup>a</sup>](#) | [Privacy Policy](#).

a goodman | 444 North Larchmont Blvd., Suite 102 | Los Angeles | CA | 90004

