

SHARE:

[Join Our Email List](#)

February 2022



Monthly, news & updates February 2022

[Visit our Website](#)

Publisher's Memo

Where is the Truth?

Some believe that Edgar Allan Poe was the first to say, "Believe nothing you hear and only half that you see" in his short story "The System of Doctor Tarr and Professor Fether," written in 1845.



In full context, the meaning can change. The entire paragraph is as follows:

"You are young yet, my friend," replied my host, "but the time will arrive when you will learn to judge for yourself of what is going on in the world, without trusting to the gossip of others. Believe nothing you hear, and only one half that you see."

Poe wrote this in the mid-19th century, and it strikes me that his words ring true, now more than ever. No matter the intent, stories change from person to person. Like the "telephone" game, the last word spoken out loud is nothing like the original whisper.

In my humble opinion, this message has never had more importance than today, in our age of social media and an endless supply of sources of

information. We know that most of them are not vetted or held to any standard of truth or ethics. And yet, we choose to believe!

We can take this message to heart in business, in our interpersonal relationships, and in our community. Messages get lost in translation all the time, through all modes of communication, with all kinds of people.

Also, we want to believe that if we see something with our own eyes, it has to be true. The reality, however, is that sometimes things are not what they appear to be. We simply can't believe everything we see. This is often the case in sports when fans judge an athlete's performance. We see the performance on television, but we cannot always grasp every detail that surrounds each move. We judge the athlete's performance from our own perspective. Even when we try to be objective, our beliefs are overshadowed and overpowered by our inherent subjectivity or frame of reference.

This sports example applies to everything. Yes, perception is reality. But is it always accurate? Learning to decipher accuracy in what we hear and see can be applied to all aspects of business—with our employees, with our clients and colleagues, and with the marketplace in general.

"I know you believe that you understand what you think I said, but I'm not sure you realize that what you heard is not what I meant." – anonymous

Regards,

Gary

The Optics: Perception Matters More Than Reality In Business

[Read more](#)

5 Things to Know About Perception

[Read more](#)

2022 Market Outlook: More Upside For Stocks, Economic Growth To Rebound

[Read more](#)

Consumer debt totals \$15.6 trillion in 2021, a record-breaking increase

[Read more](#)

Commercial lending could rebound this year

[Read more](#)

Did You Know?

- 1) The fastest connection to emotional memory is through the nose because the olfactory nerves project directly to the emotional brain.
- 2) There are more neural networks going from the brain to the ears than from the ears to the brain because our brain does so much in shaping what/how we hear.
- 3) Our memories change our perceptions and vice versa, everything is connected and our brains are ever changing and growing.

Industry Calendar

Bourbon and Boxing
Southern Region Conference
www.claa.org
March 25th – 26th, 2022
Water Park Place Condominiums, Louisville, KY

Semi-Annual Conference
Commercial Collection Agencies of America
<http://www.commercialcollectionagenciesofamerica.com/events>
April, 6th – 9th, 2022
Sheraton Grand at Wild Horse Pass

NCBA
Spring Conference
www.creditorsbar.org
May 4th - 7th
Omni Hotel, Nashville, TN

