



MESSAGE FROM LARRY COSGROVE

“Secrets” of Living Life More Abundantly

Want to know a “secret”? Just watch the movie “*The Secret*” or read the book by Rhonda Byrne. An Australian film producer, Byrne advocates the power of positive thinking.

The book and the film offer many good ideas on how to take control of one’s life: Take responsibility ... don’t judge other people, rather accept them as teachers ... what you reap is what you have sown ... don’t fret over what you lack, but be grateful for what you do have ... believe that you can have whatever you need ... ask God for what you need and it will be provided. I recommend this book.

However, are these ideas really new secrets? What if I said, “Look, I’ve got this fantastic book. It’s the secret to living. It’s called the *Bible*, and the secret is in Matthew, Chapters 6 and 7.” What sort of response would I receive? I also recommend this book.

I believe the teachings of Jesus contain the secrets of the exemplary life: Don’t worry over what you will eat or what you will wear, God takes care of the birds in the air and the lilies in the field ... He loves you more ... judge not, lest you be judged ... ask, and it shall be given you, seek and you shall find ... knock and it shall be opened to you ... whatever you ask in prayer, believ-

ing, you shall receive it. It’s all in having faith in a loving Father.

These are the lessons **PEACE FOR TODAY** has been teaching for many years: Taking control of your life is having faith in God and yourself ... getting in touch with your values ... setting meaningful goals and identifying your purpose in life. To be in control of life means being productive, dealing effectively with stress, having the ability to solve problems, handling change and developing healthy optimism.

Let’s look at a few of the ideas **PEACE FOR TODAY** has been promoting for more than 42 years:

- **Get in touch with your values:**

Ask yourself these questions: What is important to me? What do I value most in life? How do I spend my time relative to my values? Do I need to make any adjustments?

- **Decide what motivates you:**

What inspires you? If tomorrow you knew you could do anything and not fail, what would you do? Is there something you are passionate about but are afraid of trying? (If you have no idea what your passion is, spend some time reflecting on it.) Write down activities you like to do and which make you feel good. What are your special skills and talents? Usually these are things we do well.

- **Set goals:**

In order to get what you really want, you must begin by setting goals. Start by writing goals in the areas of personal relationships, work, health, finances and spirituality. List five goals in each category—add more categories if you like. Then break them down into monthly and then weekly goals. Focusing on what you intend in your life will bring your desires into reality.

- **Take action:**

Goals, however, are worthless without action. If you have written long-term and short-term goals and prioritized them, you

have a plan of action. Just take one step at a time. Do something every day that takes you closer to where you want to be. Order from us Al Secunda’s book, “The 15-Second Principle.” Remember, it’s important to live in the present and to be thankful for what you have now and to enjoy life’s journey.

- **Manage your time:**

You have complete control of how much time you spend productively and how much you waste. Make lists, and plan your days to prioritize your time and get the most out of the time you have, accounting for every hour of your day. If you don’t already own them, order Marge Lakes’ Time Management CDs and workbooks (CD-09 and CD-30.)

- **Do what needs to be done:**

Whether it is a mundane task or internal work, procrastination gets you nowhere. You are either going forward or falling behind—there’s no such thing as standing still. Change can be difficult when you have to step out of your comfort zone. Do it anyway! The more it’s needed, the more difficult change is.

- **Self-discipline:**

Self-discipline is the final step—taking all you have learned and putting it into action. Visualize your goals as already being accomplished and have faith that you can reach them. Believe in and trust yourself, have enough desire, and self-discipline comes easily.

Peace For Today offers many books and CDs that can be helpful in strengthening your purpose in



life and in assisting you attain your goals. Call the office for a Sound Advice catalog. Also, hear guest speaker Marsh Engle at our Oct. 20th luncheon and learn more tips on reaching your highest

potential. See page 3 for details.

Larry Cosgrove

MESSAGE FROM ERIC MAGALLON, PRESIDENT

Dear Friends ...

The period of time since our last issue of THE BRANCH has seen much growth for PEACE FOR TODAY. We are gaining new friends and getting in touch with long-time friends whom we haven't seen for awhile. Our website is seeing more activity, and we are continuously updating and enhancing. In fact, in the near future we will add our own blog along with a section devoted to the wonderful letters sent in by many of you. While our "IT SEEMS TO ME" book project has taken longer than expected, I am happy with the progress, and am sure you will be just as impressed with the final version. Our working title is "IT SEEMS TO ME ... LIVING IS FROM THE INSIDE OUT."

In response to our listeners, we are having a fall luncheon in Fullerton at the recently remodeled Crowne Plaza Hotel. This will now give our San Diego and Orange County friends a driving break, while not adding much more distance for those in the Los Angeles area. We have a wonderful speaker planned and great food. Check Page 3 for further information. I hope to see many of you there.

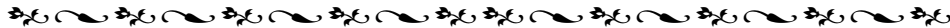
Speaking of luncheons, many who attended our spring luncheon at the L.A. Mart enjoyed a wonderful program of great Old-Time Radio and clever games, compliments of John Price, our audio engineer and program announcer. I enjoyed meeting new and old friends of PEACE FOR TODAY. Without our wonderful volunteers and friends like you, these reunion events would not be possible or successful.

Finally, the following quote by an unknown author is a fitting description of how the rest of the Board, volunteers and I feel about each other and you: "The miracle of friendship can be spoken without words ... hearing unspoken needs, recognizing SECRET dreams, understanding the silent things that only true friends know".

To you, our family, for whom we are most thankful, all of us at PEACE FOR TODAY wish you Peace and Prosperity today and always.

Eric Magallon

P.S. While working on this issue of THE BRANCH, volunteer Myrt Buell found several interesting quotes on the "secret of living life more abundantly." We are including some for your enjoyment and reflection. Hopefully, you will write us on how one or many of them makes a difference to you.



The SECRET of health for both mind and body is not to mourn for the past, worry about the future, or anticipate troubles, but to live in the present moment wisely and earnestly.—Buddha

Know where to find the information and how to use it—that's the SECRET of success.—Albert Einstein

The SECRET of getting ahead is getting started. The SECRET of getting started is breaking your complex overwhelming tasks into small manageable tasks, and then starting on the first one.—Mark Twain

We can have in life but one great experience at best, and the SECRET of life is to reproduce that experience as often as possible.—Oscar Wilde

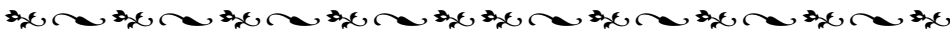
Adopt the pace of nature; her SECRET is patience.—Ralph Waldo Emerson

What we call the SECRET of happiness is no more a SECRET than our willingness to choose life.—Leo F. Buscaglia

The SECRET of all victory lies in the organization of the non-obvious.—Marcus Aurelius

Music is the language of the spirit. It opens the SECRET of life bringing peace, abolishing strife.—Kahil Gibran

And now here is my SECRET, a very simple SECRET; it is only with the heart that one can see rightly, what is essential is invisible to the eye.—Antoine de Saint-Exupery



Eric Magallon



Support Peace for Today by making GoodSearch your web search engine

An easy way to help PEACE FOR TODAY is through a new search engine powered by Yahoo! called GoodSearch at <http://www.goodsearch.com>. You can also read about GoodSearch in the NY Times, Oprah Magazine, CNN, the Wall Street Journal, and more.

GoodSearch makes a donation to PEACE FOR TODAY with every search. It doesn't cost you a thing since the money comes from the advertisers.

All you need do is sign up and designate "Peace for Today, Inc—Irvine" as your favorite charity, then do your web searches through this search engine. You might even consider making it your home page.

Will you please give it a try? Though it is an option, we doubt you'll even want to switch back to your old search engine. Please spread the word to your friends and family.

When you sign up this fall for UNITED WAY payroll deductions, please remember to designate PEACE FOR TODAY, INC., P.O. Box 17990, Irvine, CA 92612 as your choice of recipient.



Leave a lasting legacy—remember PEACE FOR TODAY in your estate plan or will. Our newly-formed Planned Giving Division shows the benefits to you as well as PEACE FOR TODAY. Please call (800) 350-4738 for assistance in this regard.



THREE EASY WAYS TO CONTACT PFT ...

- 1 (800) 350-4738
- 2 Peace For Today, Inc. P.O. Box 17990 Irvine, CA 92623-7990
- 3 pft@pacbell.net

"SECRETS!" Depending on the tone of voice, just saying the word can conjure up thoughts of something very special—even magic!

PEACE FOR TODAY programs for the month of September are about "Stress." Twenty different kinds! You'll want to listen to those programs on our website or acquire the CDs available. But for now, I'm sharing a few of our **"SECRETS"** for dealing with stress:

1. *Don't allow neutral events to stress you.*
2. *Deal with the "unavoidable." Some things just happen.*
3. *Don't take everything personally.*
4. *Be quick to remove unnecessary stress.*
5. *When you've given the situation your best effort, give it to God ... and pray for the best outcome.*

Fifteen of our September programs have a printed list. Ask for those lists when you call (800) 350-4738, or e-mail the PEACE FOR TODAY office at pft@pacbell.net for the CDs of Ken Haystead and Larry Cosgrove. CDs are \$35 for all four. The printouts are free.

Lovingly,

Marge Lakes

Marge's



Marge Lakes

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If you shop at a **Ralphs** in your area ... please enroll in Ralphs Community Program and benefit PEACE FOR TODAY. Log on to www.ralphs.com click on COMMUNITY CONTRIBUTIONS, then click on PARTICIPANTS. Have your Ralphs Club Card(s) available and register your card(s) by following the easy online directions. Our NPO number is 84290. Ralphs Club Cards are available at the customer service desk at any Ralphs. If you use your phone number at the register, call (800) 660-9003 to get your Club Card number. *All members who are currently enrolled in the Ralphs Community Contribution Program are required to reregister at www.ralphs.com for the new term that begins Sept. 1, 2007.*



Memorial

*In loving memory of
my best friend and sister
Kimie Calvert
—from Anne Sumida*

PLAN TO BE WITH US AS PEACE FOR TODAY CELEBRATES 43 YEARS OF CONTINUOUS BROADCASTING. OUR SPECIAL GUEST SPEAKER, MARSH ENGLE, IS A BRILLIANT, TOTALLY AMAZING WOMAN WHO IS PASSIONATE ABOUT HELPING OTHERS REALIZE THEIR FULL POTENTIAL.

PEACE FOR TODAY'S FALL LUNCHEON

WHEN: Saturday, October 20, 2007

WHERE: CROWNE PLAZA HOTEL • CROWNE BALLROOM
1500 So. Raymond Ave. • Fullerton, CA 92831
(Take #91 Freeway to East St./Raymond Ave. Exit (#29) and proceed 0.1 mile north)

TIME: Doors open at 11:30 A.M., Lunch served at noon

SPECIAL PROGRAM:

Marsh Engle: "The SECRET to Living Your Brilliance, Now!"

DONATION: \$35 each or \$250 for table of eight

RESERVATIONS REQUIRED BY: Fri., October 12, 2007

Call Patti at (800) 350-4738 for reservations and additional information



"With every choice comes an opportunity for higher creativity. Imagine. The choice you make in this moment can positively impact your life forever. Live your creative radiance, now!"
—Marsh Engle

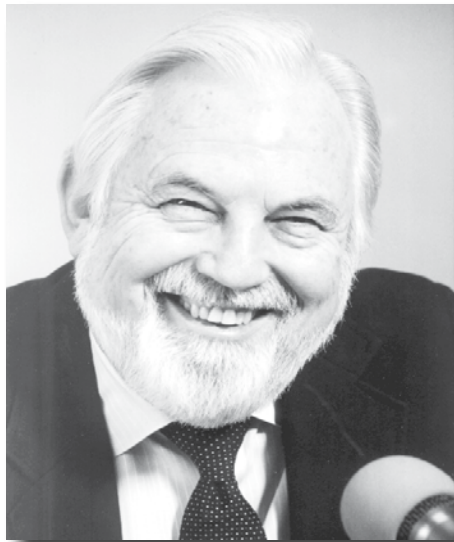
KENNETH HAYSTEAD, Marriage and Family Counselor and Founder of PEACE FOR TODAY often told of his growing-up years under the dominance of a controlling mother. He reflected that most of her requests or statements were rather like "edicts from the throne," and left little room for personal ideas or preferences. Because of that, Ken determined to be a gentler-less-controlling person who left room for independent thought and decisions, and he prefaced many of his statements with "IT SEEMS TO ME..."

Ken Haystead penned several hundred little essays of his insights on spiritual and psychological health. We are pleased to be able to bring them to you regularly in our mailing piece, THE BRANCH, and in a published paperback book in the foreseeable future.

IT SEEMS TO ME ... THE ABILITY TO SEE LIFE CLEARLY IS THE "SECRET FORMULA" FOR SUCCESSFUL LIVING.

Those who perceive life only in illusion are those who have the greatest struggle toward personal peace and fulfillment. The reality of life is distorted by our desires, hopes, fears, anxieties, pessimism or false optimism. When we can see and accept life as it really is, rather than as we wish it to be, we are well on our way to doing the very best we are capable of doing.

Most people have a growing uneasiness that they are living beneath their potential. Some inner voice seems to be saying that



IT SEEMS TO ME ...

**Inspirational Writings of
KENNETH HAYSTEAD,
Founder, PEACE FOR TODAY**

there must surely be a better and higher way to live. Most often, however, that inner voice is ignored and the great majority live in varying degrees of mundane, unimaginative, stagnant dullness.

People who accept life in both totality and reality seem to enjoy life in general rather than random enjoyment of a few and choice moments of achievement or peak experience. The concept of *abundant* life is not a new one—it's as old as the New Testament!

IT SEEMS TO ME ... THE HEALTHIEST PEOPLE I KNOW ARE THOSE WHO HAVE A SENSE OF HUMOR. Better than tranquilizers, a good healthy laugh can reduce anxiety, give a spurt of energy and transmit an aura of well-being that is often infectious. In a world of melancholy where the dire and the doleful take priority, it is important to laugh.

The healthiest form of laughter is the ability to laugh at oneself. A few minutes a day, alone in front of a mirror, ought to do it for everybody!

IT SEEMS TO ME ... LIFE WAS MEANT FOR LIVING, NOT FOR MERE OBSERVING. The "seedbed-for eternity" theory—the idea that all of life's experiences are the material from which the hereafter is fashioned for us—just doesn't quite make it for me. There is so much in life that, by its design alone, points to the importance of the *here and now!* By the very nature of time and growth, the precise moment is often the one we need to grasp, or else the delight and joy of experience is gone forever. The "never-to-be-repeated" is often the source of pain for one who remembers, too late, the richness of an opportunity to feel, to experience, or to participate. "If only" or "Why didn't I?" are some of the saddest words we utter.

He who is compulsively preoccupied with the future—whether in fear or expectation—will miss out on much of what life is all about. A fixation with the past—whether the pain of remembrance of failure or success—guarantees many present moments of sadness. *Living* life is more important than remembering it or dreaming it.

Life is somewhat like a phonograph record—there is only music where the needle touches! The music past and the music yet to come is reality *only at the point of impact!*

Living life to the fullest generally gives one an ageless/timeless quality. Wasn't it St. Irenaeus who said in the second century, "*The glory of God is a human being fully alive.*"?

IT SEEMS TO ME ... TERMS LIKE "POSITIVE THINKING" OUGHT TO BE RETHOUGHT. They sound good—so good, in fact, that whole empires and systems, religious and otherwise, are built on them. No one can argue against the simplest meaning of the words. "Positive" and "thinking" are both good healthy ideas that our world recognizes as needful. The problem appears when the terms become a system for life. "Positive thinking" can become a deadly game and in many cases can lead to personal failure, or even invite emotional and physical illness.

Most of us are conditioned to think negatively. A large part of our early childhood learning experiences are negative injunctions. Our normal response to threat or danger is fear. When a behavior pattern

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of negativism is the order of our life, each attempt at “positive thinking” can only set up a double-bind effect. We either resist the attempt and feel guilty or we try to make it work and succeed mostly in suppressing our anxiety and even our hostility. This can lead to later trouble. Positive thinking doesn’t change anything—except, perhaps, a temporary mood. Positive thinking is like painting over rust. It only affects the *exterior*. There must be something deeper than mere thinking to make it work!

Of course, all action must begin with a thought process. “As a man thinketh ... so is he” is not mere Biblical poetry. It is the truth about thought and action. The value or worth of our thinking is proved only by *our being or becoming*.

Affirmations and declarations are only helpful if we *carry through*. Otherwise they can make us very angry at ourselves. Our world is ready for some “positive doing!” Remember that the next time you go through your exercise of “positive thinking,” Don’t just say an affirmation. *Be one!*



IT SEEMS TO ME ... THERE IS A CRYING NEED FOR TEACHING HUMAN BEINGS TO REASON. Thinking is in somewhat short supply, it seems—with a heavy emphasis on “believing” and faith.” The trouble with “faith,” as we practice it, is that, for the most part, it is blind acceptance of what someone else says or believes—and we become merely followers and simple responders.

There is evidence that Americans, in general, are becoming “dumber”—if the annual results of college entrance exams are any criteria. It seems that we are being taught *what* to think—a great deal of content for the use of memory—but not *how* to think. Most of us doubt the worth or validity of our own conscious thought, especially when the thought is different than or independent of the normally-accepted way of thinking. In fact, what we call “thinking” in our time is little more than recalling or remembering.

Perhaps we don’t like to think! True conscious thought demands a strong sense of personal worth. We are a generation of reactors and responders. Being an instigator is just too much effort. Thinking is *not* like breathing—and it does not “just come” automatically. Thinking is an exacting sci-

ence, a learned behavioral skill that is much too complicated for most. We prefer status quo to change. We distrust science. And we prefer to have our thinking done for us.

If we are to survive on this planet, we must return to respect wisdom ... especially our own. This is more than “simple common sense,” and it is a far cry from mere education. Each of us has a “knower” and a “chooser” inside of us. Most of us are afraid to use either or both. We can look to others for information, but when we let anyone else do our thinking for us, we are in big trouble.



IT SEEMS TO ME ... ONE OF THE IMMENSE NEEDS OF THE HUMAN SPIRIT IS THE NEED TO BE LISTENED TO. To be understood and to be taken seriously is an inalienable human right, the equal of many guaranteed by our Constitution and Bill of Rights. Unfortunately, our world is a world of talkers. We are so willing to make sounds but are terrified of the silence.

The art of listening is nearly a vanishing skill from our human scene. Because it takes caring, time, and commitment, we avoid it. Mostly, because we want ourselves to be heard, we are forever interrupting and leaving the person who wants us to hear them with a sense of frustration or futility.

What does it take to become a good listener? First a genuine, personal regard for another human being. A feeling of *their* importance as well as ours. Then a practice-till-learned behavioral skill called “shutting up” and actively responding in silence to what is being said. Some people call that concentration.

“No one can develop freely and find a full life in this world without feeling understood by at least one person.” —Paul Tournier



IT SEEMS TO ME ... PRIDE IS ANYTHING BUT HEALTHY. To begin with, it is a cover for low self-esteem, insecurity, anxiety and fear. Out of it comes most of our rage, depression, self-hate—and on a community scale, is the root cause of crimes of passion and even war. Pride is the antithesis of real inner strength, and is the enemy of humility and self-realization.

Because we are consummate actors trained in the art of other-directedness, how we *seem* to others is more important than what we

really *are*. We construct a false, idealized image in order to hide our real feelings, real humanity, and real self from ourselves. This becomes deadly in a relationship with another prideful person. We are almost always “getting even” or “showing them” or, worse, we are withdrawing. Withdrawal is a form of superiority. It implies, “I can get along without you”—which is the opposite, generally, of what we wish to communicate.

As we surrender our pride and end the pretenses and postures, our real self emerges. The more comfortable we become with ourselves, the more manageable our life and relationships become. Relinquishing pride is always a struggle—but the results are *well* worth it, for it is the *major* step in any move toward growth, change and health!



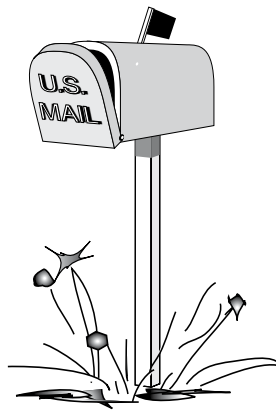
IT SEEMS TO ME ... ONE OF THE MOST IMPORTANT CHOICES WE CAN EVER MAKE IN THIS LIFE IS A CHOICE TO CHOOSE! Most of us are consistently nondecisive because we do not realize that we have the right to choose for ourselves. Life begins for all of us at a level of no choice—and it’s easy to perpetuate the idea that somewhere, outside of us, some being or system knows more than we do and can choose for us better than we can choose for ourselves. The fact is that we are born with a “chooser”—an inner core of integrity we sometimes call volition—Webster says, *The power of choosing or determining*.

Someone has said, “The glory of man is that he can choose himself.” That seems like heresy to one who has been trained to put himself last in everything. The ability to choose for oneself, however, is a basic right of being and when properly exercised is not an act of defiance or rebellion, but really an integral part of the process of being. Rather than being a denial of the spiritual relationship one has with God (as we have been so often taught), choosing for oneself is a fulfillment of the purpose for which man exists! It is the only way man has to experience his greatest and most unique gift—his own personhood.

I do not know who wrote this, but I do, indeed, concur: *“It is the refusal of God to conduct the affairs of men that creates the glory of man. By our decisions, moment by moment, God is glorified in our lives.”*

Choose to use your “chooser.” It’s the way to validate your own integrity.

Letters to Marge ...



Dear Marge:

It was good to see your picture on the website. My friend, it has been 22 years since I've seen you! You may not remember me, but I've never forgotten you. In fact, we were good friends. I went on the trip to Canada, the last one for Ken ... also attended many Time Management classes at your headquarters.

I have lived in Arizona for the past 14 years. I thought of you last week when I was visiting my step-daughter in Pasadena. I know your PEACE FOR TODAY office used to be in Glendale. God bless you ...

Ruby G • Peoria, AZ

The programs in June were very insightful. I especially enjoyed Ken's talk on breaking old habits. While listening, I felt like I had hope that I can overcome my poor habits and consequently become more at peace. Love ...

Jason A • San Francisco, CA

Thanks for your nice note! I am so glad you are an active and alive person. My family is growing and doing fine—two kids in college and two in high school! My wife is on disability, trying to recover from a

disc/nerve problem which limits her mobility and causes a lot of discomfort. We manage to keep a positive outlook. I think I learned that from Ken a long time ago.

I still remember the Time Management seminars you gave up here, and I still have the handouts. I especially like the Pareto Principle. Glad you wrote, and give my "Hello" to all at PEACE FOR TODAY. Much love ...

Randy J • Belmont, CA

Bless you, Marge, and all the rest for doing such a superb job of keeping PEACE FOR TODAY going!

Catherine T • Pasadena, CA

Enclosed is a special gift for PEACE FOR TODAY. I thank God for the good work that you and all my wonderful friends at PEACE FOR TODAY are doing in the lives that are touched daily by your programs. It seems as though you just can't beat God's giving.

Patricia S • Irvine, CA

The SECRET of happiness is to count your blessings while others are adding up their troubles.

I am so blessed to have found your radio program ten years ago. It thrills my heart to be able to send this donation.

Keep up the good work! I love all of you at PEACE FOR TODAY. Your words of wisdom and encouragement help me tremendously on this journey through life!

Vivian M • Riverside, CA

Thank you for sending "Bottom Line." I became a cassette/CD member after you offered a subscription to the magazine if we became monthly contributors. Lots of good things in it. Love and hugs ...

Joyce C • Seattle, WA

I can first remember hearing Ken's caring and encouraging message as I was driving. I live quite close to your office, and would love to volunteer except for the fact that I am challenged with many health issues due to my paraplegia. I especially enjoyed the programs with you and Ken. Both of you were gifted with gentle voices. Thanks for your efforts in keeping PEACE FOR TODAY alive.

Patricia S • Irvine, CA

I've been on your website every evening and can finish my day peacefully. It certainly is helpful and calming to hear Ken's and Larry's messages. Love ...

Lila W • Bellflower, CA

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