



Communique

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Dear Clients, Friends, and Colleagues,

Finding optimism for the new year seems like it should always be easy; after all, it's a chance to start again, and many of us set new goals. However, because optimism is rooted in the way each of us thinks, which results in our approach to life, it's not always simple. Webster defines optimism as 1) a doctrine that this world is the best possible world, and 2) an inclination to put the most favorable construction upon actions and events, or to anticipate the best possible outcome.

We believe that the simple action of thinking about what you want to happen guides each of us toward taking actions to make it happen. In his writings on optimism, noted researcher and author Dr. Martin Seligman describes that the basis of optimism does not lie in positive phrases or images of victory, but in the way you think about causes (he calls it your 'explanatory style'). After many years of research, Dr. Seligman asserts that optimists suffer less from depression, are generally healthier, and are higher achievers.

So, are you an optimist or a pessimist?

Why not google Dr. Martin Seligman, and take one of the many tests available on the internet? Then, no matter what the outcome, challenge yourself to explain events like an optimist would, and to make the most optimistic decisions for our lives, our families, our communities, and our world.

We here at Scheda Ecological believe that despite the recent economic trend, the future is bright!

*Wishing each of you the best of 2008,
Sandy Scheda and Thomas Ries*

NEW FACES 2007

...in Tampa

- Ari Georgiou - GIS Analyst
- Brandon Gray - Environmental Scientist
- Julia Winton - Environmental Technician
- Linda Stepp - Finance Manager
- Marie Reynaud - HR Coordinator
- Vasanthia Pettala - CAD Operator

...in West Palm Beach

- Jennifer Mellein - Everglades Tree Island Research Scientist, SFWMD
- Molly Meadows - Water Resources Project Manager, SFWMD

...in Sarasota

- Wendy Hershfeld - Senior Scientist

TREASURED FACES

- Dianne Rosensweig, Senior Scientist, 16 years!
- Karen Young, Senior Project Administrator, 12 years!
- Kathy Noullet, Marketing Coordinator, 10 years!
- Guy Murtonen, Landscape Contracts Manager for Florida's Turnpike, 7 years!

COMMUNITY SERVICE

- In 2007, many of Scheda's staff and their families participated in various community service events including:
- Newman Branch Habitat Restoration Volunteer Planting
 - City of Tampa, Mayor's Annual Hillsborough River Clean-Up
 - Sea Turtle Nest Watch
 - Give a Day for the Bay (Tampa Bay)

OUR CHARITY

In addition, we raised \$1000 through various events that has been donated to Carl Sagan Academy, a charter school that places critical thinking and the environment as the focal points for their curriculum.

