

# Will You Freak-Out or Hunker Down when the going gets tough?

by Robert Evans Wilson, Jr.  
(www.jumpstartyourmeeting.com)

Sometimes motivation is forced upon us. We are thrust into the Un-comfort Zone. And, whether we sink or swim depends on how we respond to the situation. How do you react during a crisis?

Here are the stories of two men who faced a crisis late in life and how they dealt with it. One was a restaurant owner; the other a janitor. The former went into bankruptcy at an age when most people retire, and the latter was fired from a job he'd had for nearly 20 years.

The restaurant owner enjoyed a successful business in a small town at the edge of the Appalachian Mountains. It was a great location along busy U.S. Route 25. And, because

he offered the best food and service around, his eatery was jammed from sunup to sundown. But it wasn't to last.

The janitor started his job at St. Peter's Church in London as a teenager. Over the years he married and raised a family and enjoyed a perfectly predictable profession with solid job security. That is until the new vicar came along.

Over the course of 26 years, he was honored by the state governor for his recipes; and was praised by famous restaurant critic, Duncan Hines, in his column Adventures in Good Eating. Then in 1956, the new super highway by-passed the little town. It's amazing the difference just a few miles can make. Two years later the restaurant was closed and the property auctioned off to pay creditors. At 64 years old, the

restaurant owner was broke.

It was around the turn of the twentieth century when the new vicar, a stickler for decorum, took over St. Peter's Church. When he learned that the janitor could not read, he gave him three months in which to learn. Quite depressed by the news, the man thought it might make him feel better if he smoked a cigarette.

Unable to afford the cost of opening another restaurant closer to the highway, he reviewed his assets. All he had left was his knowledge and the delicious recipes that made his food so popular. So, he got into his car.

As he walked home, the janitor searched for a tobacco shop. There was usually one on every block, but there were none near the church. He walked block after block with-

out finding one. By the time he reached his house he knew exactly what he was going to do.

Town by town, he drove, stopping at every restaurant along the way. He told the owners they would be more successful if they served his secret recipes under his brand name and paid him a royalty. Two years later, in 1960, he had 400 restaurants serving his food. By 1963 he was making a profit of \$300,000 per year. And, in 1964, Colonel Harlan Sanders sold Kentucky Fried Chicken to investors for \$2 million, plus a lifetime salary of \$75,000 per year.

With his meager savings, he opened a tobacco shop near the church. It was an immediate success. His profits went to open a second, then a third and before long he thriving tobacco shops all over London. Ten

years later, he met with his banker about investing his earnings. The banker gave him some papers to sign. The man asked the banker to read the papers to him, explaining that he didn't know how. Shocked, the banker exclaimed, "You are so successful, just think where you'd be today if you could read!" Albert Edward Foreman smiled and sighed, "I'd be the janitor at St. Peter's Church." (Based on a true story by Somerset Maugham).

Did you know that in Chinese, the symbol for the word "crisis" is the same symbol used for the word "opportunity?" Two sides of the same coin. In other words, it's all in our perspective. Will you find the opportunity in your next crisis?

## Dairy Women's Association asks, "Do you want to be a princess?"

Columbia County Chapter of the Oregon Dairy Women's Association is accepting applications for candidates for County Dairy Princess Ambassador. The successful candidate represents Columbia County in the Oregon Dairy Princess contest and travels around the county and state to promote good nutrition through dairy and raise awareness about the dairy industry.

Columbia County has taken the State Dairy Princess title two years in a row. In 2008 Hei-

di Larson from Warren was Columbia County Dairy Princess and this year, 2009 Deanna Lemire from Yankton took the title in January.

To enter, a girl must be at least sixteen, a high school junior, and not over 23 years of age as of June 1. A candidate must be a resident of Oregon at least 12 months prior to the contest. She must be single, never married or had a child; and must not have or currently be cohabiting. Candidates must also qualify in one of these areas:

A. Lived or worked on a dairy farm or facility at some time during her life;

B. currently the daughter of anyone employed on an operating dairy farm,

C. anyone presently employed as an owner or employee of a milk processing plant or milk distributor,

D. any person employed in a dairy-related industry.

E. A member of 4-H or FFA who has had a dairy project, including raising a heifer to milk production. Qualified candidates should contact Diane Larson at 503-397-0418 by Friday, February 27.

Currently, scholarship donations are also being sought for

outgoing Columbia County Dairy Princess Ambassador, Deanna Lemire. In January, She was crowned the Oregon Dairy Princess Ambassador for 2009. Anyone



wishing to contribute to scholarships for Deanna may also

The 2009 Columbia County Dairy Princess is Deanna Lemire from Yankton.

contact Diane Larson at the number above. The State Dairy Princess Ambassador can receive as much as \$12,000 in scholarships at the end of her reign.

The Columbia County Dairy Women conduct fundraising activities through the sale of delicious shakes, sundaes, ice cream, floats, and of course milk! Funds raised help provide scholarships to high school seniors for higher education for both young men and women.

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