

# Here are some life lessons learned from the writer's house cat

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Once upon a time, I met a beautiful, charming and witty woman and fell deeply in love. Over the months we dated I was the consummate romantic. I brought her flowers; wrote heartfelt love letters; and on occasion even sang to her. At one point she remarked that no one had ever treated her better. Then suddenly and unexpectedly she left me. I was devastated. When I asked her why, she replied, "You never listened to me."

I had no clue what she was talking about.  
Of course I listened to her.

Didn't I know her favorite foods, music and vacation spots? Absolutely! I also knew of her past struggles, her frustrations at work, and even her dreams for the future. Apparently it was not enough. In retrospect, I finally figured out the problem was that I had been too busy following the Golden Rule: "Do unto others as you would have them do unto you."

Remarkably it wasn't my ex-girlfriend who taught me this lesson, it was my cat. One morning while I was enjoying my coffee on the back porch, Roxy came up to my chair and meowed for attention. I picked her up, held her and started rubbing her soft fur. I knew from past experience that she didn't like that, and she immediately began to squirm and try to jump out of my arms. Nevertheless - in the spirit of Albert Einstein's observation that insanity is doing the same thing over and over again and expecting different results - I hoped that she would start liking it.

Finally, I turned her loose on my lap and petted her. She became very affectionate and gave me lots of nudges with her head and purred loudly. I used to think that my other cat, Spike, was the more loving cat because he likes to be held and cuddled, which is of course, what "I" want to do with a cat. Roxy does not like to be cuddled, and when I attempt it all she does is try to escape. I've

learned that she still wants loving and wants to give it back, but it has to be her way. I realized it is that behavior which causes many people to see cats as aloof and unresponsive.

As Roxy worked her way around my lap, rubbing her face against my arms, legs, chest and face, I thought, "Everyone comes into our lives for a reason - usually to teach us something." I looked at Roxy and said, "What are you here to teach me?"

Then it dawned on me that she was there to teach me the Platinum Rule: "Do unto others as they would have you do unto them." In contrast to the Golden Rule which is all about "Me," the Platinum Rule is all about "You." The Golden Rule is about "Controlling." The Platinum Rule is about "Giving."

In other words, to motivate someone, give them what they want. I should have known this intuitively from the years I spent in the advertising business. I have taught hundreds of seminars where I advised my students, "When you create an ad, always put the prospect first; because when they see or hear it, all they are thinking is: What's In It For Me!"

I'm reminded again of the wisdom of Dale Carnegie who noted, "You can make more friends in two months by becoming interested in other people than you can in two years

by trying to get other people interested in you." To do that he advises: "Be a good listener; encourage others to talk about themselves; talk in terms of the other person's interests; make them feel important - and do it sincerely."

He then adds, "When deal-

ing with people, let us remember we are not dealing with creatures of logic. We are dealing with creatures of emotion, creatures bustling with prejudices and motivated by pride and vanity."

Now wait a minute...surely, he's talking about cats!

## Institute works to save turtles

The Oregon Wildlife Institute is working to conserve and enhance local populations of native western painted and western pond turtles in the Portland metro region. Fueled by a capstone grant from the Oregon Wildlife Heritage Foundation along with funding and support from the Oregon Zoo, City of Portland, Metro, Port of Portland and the Oregon Department of Fish and Wildlife, the Institute will begin developing a conservation plan for the protection and enhancement of Portland area native turtles. In its final form, the plan will include management guidance for public and private landowners and specific voluntary actions that people can take to help stabilize native turtle populations.

Both the western painted and western pond turtle are considered priority conservation species in the Oregon Conservation Strategy. Freshwater turtles have declined precipitously worldwide and include many species at risk of

extinction. Partners in this initiative are working to ensure that Oregon's native turtles are here to stay.

The Oregon Wildlife Institute is a non-profit organization dedicated to the conservation and enhancement of wildlife resources in both native and human-altered environments through research, education, and conservation planning. Visit [www.oregonwildlife.org](http://www.oregonwildlife.org) for more information.

The Oregon Wildlife Heritage Foundation champions projects that benefit fish, wildlife and habitat for access, education and enjoyment by all. Since its founding, OWHF has directed millions of dollars to fish, wildlife and habitat projects. OWHF and ODFW work together to implement the Oregon Conservation Strategy, a blueprint and action plan for the long-term conservation of Oregon's native fish and wildlife and their habitats. For more information about the Foundation visit [www.owhf.org](http://www.owhf.org).

WEATHER REPORT			
FEBRUARY 2011			
DATE	TEMPERATURE		PRECIP. AMT.
	HI	LO	
1	43	26	--
2	47	22	--
3	48	28	--
4	47	30	.20
5	47	42	.12
6	53	39	.33
7	45	38	.25
8	47	29	--
9	47	27	--
10	49	23	--
11	50	31	--
12	54	32	.33
13	47	32	.13
14	51	37	.85
15	43	34	.66
16	41	29	.13
17	44	29	.05
18	40	27	.19
19	45	26	--
20	43	24	.03
21	43	31	.22
22	41	30	.27
23	38	28	.63
24	38	27	.24
25	32	14	--
26	30	8	T
27	40	27	1.35
28	39	32	1.23

Temperature and precipitation amounts are from the official U.S. weather station at the Vernonia water plant. Measurable precipitation in February totalled 7.21 inches.

## From the Sheriff's Desk . . .

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mitted to keeping the current percentage of general fund dollars going to the sheriff after the Levy passes, guaranteeing that every dime of new taxes goes to new resources within the Sheriff's Office. This will provide approximately \$250,000 per year in the area of the Vernonia School District to pay for a full-time deputy, a multi-purpose patrol vehicle and its fuel, and the cost of additional deputies to respond to the area as needed. It will also pitch in to the county-wide investigational team that will be created to fill the hole we have in investigational personnel.

Those investigators will mean that the Nehalem Valley deputy will not be pulled off of community policing activities as frequently, as major crimes will be investigated by detectives, leaving patrol deputies to do patrols.

Providing a regular patrol in the Nehalem Valley has always been an important goal of my office. We have lacked the re-

sources to be able to provide that patrol in recent years, but this levy will mean a new day for the Sheriff's Office on our western front. This patrol deputy position will be tasked with building connections within the greater Nehalem Valley community and solving problems at the local level. Should reinforcements be required, we will have more resources for that as well, but for the most part, I expect this position to work closely with your local Vernonia Police and the Vernonia and Mist-Birkenfeld fire departments to more fully complete the public safety portrait in this area.

As I've said many times before, public safety - particularly in rural areas - is a joint endeavor between the elected sheriff and his constituency. I have worked hard to build the confidence of citizens county-wide in the efficiencies we have been building into the public safety system in our county, including branching out with Sheriff's Office civil services in the outer reaches of our county, including Vernonia. We have gone as far and as long as possible with the limited staff we have. I now have to look to you to support this effort if we are to do any more.

We will continue to do the best we can with the resources we have. I hope you will see that commitment worth committing a few more tax dollars to help us complete the canvas we are painting in the Nehalem Valley.

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