

AHERN ADVISORY

Transportation Update - Opportunity!

The sluggish economy, wobbly stock market and sinking trends in consumer confidence has put our country into a deep depression. However, the thing to remember is that some of the greatest businesses in history were started in down times, including those founded by people who lost their jobs. **According to Dave Ramsey, who is a financial radio talk show host;** he believes we're going to see some "wonderful things come out of the recession".

He further stated that the most successful firms value employees, not just as units of production in customers and not just as units of revenue. Ramsey stated; companies run by lawyers and bean counters have lost their souls.

Some of his comments were that you need to outwit your fears and you need to strive for success. Breaking through inhibitions and living a life free from fear, doubt and dependency, is what makes the trucking industry strong.

- Yes, the economy is bad.
- Yes, we face additional challenges.
- Yes, the government couldn't manage their way out of a paper sack, but;
- Complaining about it doesn't get any of us into a better psychological or financial position.

There is an old saying that goes something like this; actions speak louder than words. It's during periods of great stress, that we find our will and our inner strength. With the current economic uncertainties, people are choosing – or being forced, to find new paths to provide for themselves and their families; **many will find great success!**

Perhaps you are familiar with the expression; "it's always darkest before dawn".

Most of us can identify times when we were so sure that we would fail that we nearly gave up trying, doubting our ability to improve our situation or gave into fear and ignored opportunities. There are many remarkable stories of enormous business success that survived some of the darkest economic times. **Did you know, of the 30 companies that make up the Dow Jones industrial average,** 16 were started during the recession or depression?

You might recognize some of them;

- Proctor & Gamble.
- Disney.
- Al Coa.
- McDonalds.
- General Electric, and;
- Johnson & Johnson.

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The point I'm trying to make; success stories span all industries and occupations. Don't forget there was a young guy by the name of Bill Gates that founded Microsoft during the recession in 1975. 100 years before him, Thomas Edison laid the ground work for the formation of General Electric. In fact, when he made the incandescent light, it was in the middle of the panic of 1873, which was a 6 year recession. GE is now the sixth largest company in the United States.

It doesn't matter if you're a one employee operation or a worldwide operation. If you allow fear to rule your thinking process, you limit your potential. What you need to do is;

- Assess your risk.
- Do your homework, and;
- Don't be your worst enemy.

"Your only limitation is the one in which you set up in your own mind" (Author: Napoleon Hill).

In times of economic stress and in times when things looked dismal; in times when our industry, in particular, is challenged by CSA and Hours of Service, you must recognize that you're stronger than your worst fears. Show them who is the boss; be creative, recognize that you have the ability to change your destiny and you would be surprised what you can accomplish.

QUOTE OF THE WEEK: "Genius means little more than the faculty of perceiving in an un-habitual way" (William James)