

# A Cascade of Problems

Do you sometimes feel that problems are cascading on your head, your shoulders and all around you? It's a good bet that all of us experience times like that. They may seem insoluble, irritating and aggravating. But they can be the birthplace of new ideas. Consider ...

- Duncan Hines was a printing salesman who had a hard time finding decent places to eat while he was traveling his territory. Realizing others had the same problem, he started sending out Christmas cards to his friends who were on the road, recommending good places to eat. The demand for them became so great that recommending good food for travelers became his career. Even today, his name is perpetuated on supermarket shelves in an entire line of prepared baking mixes.
- J.D. Dole realized in 1932 that he had a major problem. He had more pineapples growing than he could sell in conventional ways. He had to find new ways to sell them. His solution was making pineapple juice and getting people to drink it.
- William C. Fargo, one of the founders of Wells Fargo & Co., who subsequently became president of the American Express Co., took a European trip in 1891 and became furious at the time it took to have his letter of credit cleared at every stop. The result? Traveler's cheques.

So, when a problem comes your way, stop and think about it. There might be a good idea lurking within.

– Beecher Hunter