

A MARCH ON THE POPPSICLE COMPANY

Nine-year-old Kevin was upset to learn one of his favorite popsicle flavors was about to be discontinued.

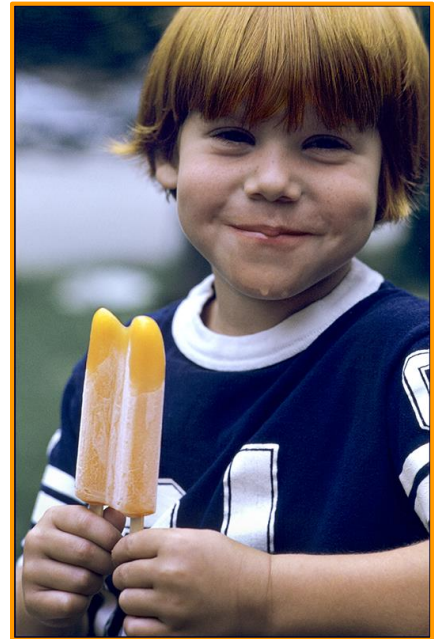
What's a kid to do? Fighting City Hall when you're under voting age can seem like a fruitless endeavor.

"But you're a consumer," the boy's mother said. "Yes, you can make a difference. You can start a protest. You can stand up and be counted."

Kevin took his mother's advice.

With the help of his cousins, Kevin launched a petition, eventually gathering 130 signatures. The children also constructed picket signs with catchy sayings. Finally, on a rainy January day, Kevin and nearly a dozen family members marched at the popsicle company's headquarters.

The company's CEO saw the marchers from the window of his office and invited them inside. He listened to the children's pleas and then explained the company's position. Extensive marketing research had been done, and thousands of dollars had already been spent to present a new flavor.



In the end, however, Kevin and his group won the day. The CEO decided to forget the new flavor and grant the petitioners' plea to return the old flavor to the marketplace.

The lesson for us? Never give in to the notion that you are too insignificant to lead the move toward a positive change in your world. As a band leader once pointed out in an inspirational speech to a group of students – "the smallest person in the band, the head twirler, is the one who is leading us down the street."

The Lord expects each of us to be bold enough to speak His truth whenever the opportunity arises. Sometimes truth is best expressed in conversations, letters or face-to-face encounters. Sometimes trust may need to be expressed with placards and petitions.

And oftentimes truth is expressed in our actions – the sincerity and compassion demonstrated in service to our residents.

In any case, one person begins the process by taking a stand or showing the way. You can be that person.

Be strong and of a good courage, fear not, nor be afraid of them: for the Lord thy God, He it is that doth go with thee; He will not fail thee, nor forsake thee (Deuteronomy 31:6 KJV).

– Beecher Hunter