

A Successful Life

Growing up in the South gave me the opportunity to witness close-up the rise of the Holiday Inns in the 1950s and 1960s, ushering in a new era of roadside accommodations for travelers. The Holiday Inn of Cleveland, Tenn., located on Keith Street, for years was ranked in the top 10 of the chain nationally in terms of customer service and financial performance.

It was considered to be *the* gathering place in the area for civic club functions, community events, and dining pleasure, particularly its Sunday brunch. Jimmy Rhodes, Life Care's director of music services, often performed at the piano as guests gathered following church services for good food and fellowship.

Wallace E. Johnson, president of Holiday Inns, was one of America's most successful builders. He once said:

I always keep on a card in my billfold the following verses and refer to them frequently: "Ask, and it shall be given you; seek, and ye shall find; knock, and it shall be opened unto you: For every one that asketh receiveth; and he that seeketh findeth; and to him that knocketh it shall be opened" (Matt. 7:7-8 KJV).

These verses are among God's greatest promises. Yet they are a little one-sided. They indicate a philosophy of receiving, but not of giving. One day as my wife, Alma, and I were seeking God's guidance for a personal problem, I came across the following verse which has since been a daily reminder to me of what my responsibility as a businessman is to God: "Study to shew thyself approved unto God, a workman that needeth not to be ashamed, rightly dividing the word of truth" (2 Timothy 2:15 KJV).

Since then I have measured my actions against the phrase: "A workman that needeth not to be ashamed."

That's good advice. As an associate in Life Care, Century Park and Life Care at Home, our goal every day should be to please our customers and satisfy our inner spirit.

As a leader, what standard do you measure your actions against?

– Beecher Hunter