

A Way Out of Sorrow

Anne Beiler's husband, Jonas, had a dream. The young couple had finally made it through the grimmest of circumstances – overcoming the death of a child, crippling depression, and a pastor's betrayal of their trust.

But they felt fortunate. Jonas, a marriage counselor, wanted to provide his services free of charge to spare other families from the grief he and Anne had known. His larger goal was to build a counseling center for families.

Anne was eager to support her husband's dream. With nothing but an eighth-grade education (customary of her Amish upbringing) and some truck-stop waitressing behind her, Anne started selling homemade pretzels at a farmer's market. It took some time to perfect her recipe, but once she did, other family members began asking for it so they could sell the pretzels at other markets. A natural businesswoman, Anne agreed conditionally: Her relatives had to give her a cut of the profits and a fee for the recipe.

Anne had no idea that she had just franchised her business. A year later, however, she knew exactly what she was doing when she opened her first Auntie Anne's pretzel store. Long hours and strong values helped her open more stores across the United States and abroad. Her success underwrote both Jonas' work and a philanthropic foundation of her own. Anne made time to earn her G.E.D and even penned a memoir.

Though Anne had achieved a level of success she'd never imagined, she hadn't lost sight of the reason why she had gone into business. In 2005, she sold her company of some 950 stores reporting a total of \$250 million in sales. Three years later, Anne and Jonas opened a 50,000-square-foot family counseling and resource center. With their marriage of 40-plus years intact and their dreams of long ago realized, they are their own best models for helping families help themselves.

Helping others. Isn't that what we are put on this earth to do? The people of Life Care, Century Park and Life Care at Home share that commitment, and practice it every day.

– Beecher Hunter

