

Potato Chip Loyalty

Van Morris of Mount Washington, Kentucky, was on a shopping trip to a grocery store in the community where he lived.

“After picking up some staples, I headed to the all-important potato-chip aisle,” he said. “Unlike my usual routine, I had already decided what kind of chips to buy. With my eyes set like flint, I walked down the center of the aisle, ignoring the siren calls of various brands until I reached the *Mikesell’s* chip display.”



After he picked up two bags of *Mikesell’s* chips, Morris said, “I heard a familiar voice behind me saying, ‘Thanks a lot, buddy.’ It was my friend Chuck, a member of the congregation I pastor and a deliveryman for *Mikesell’s*.”

It was a thought-provoking moment for Pastor Morris.

“Now imagine how I would have felt if Chuck had seen me hugging a bag of *Ruffles*,” Morris recalled. “Thirty minutes earlier, I had run into Chuck at the local bakery. He and I had spent a few minutes talking together, and then we each went our way.

When I arrived at the grocery store and began considering what chips to buy, I remembered that Chuck worked for *Mikesell’s* and would probably be pleased if I purchased the brand he sold. So spending some time together influenced my choice.”

That simple, surprise encounter in the grocery store calls to mind that we in Life Care and Century Park are in the relationship business. The courtesies we extend, the thoughtful gestures of kindness to friends and strangers, the smiles on our faces, and encouraging words can have, and usually do, a positive impact on the people who cross our paths. We like to please people whenever we can. Not only is it the appropriate thing to do on a personal basis, but it is also good for business.

And on the spiritual side, Morris said his grocery-store visit with Chuck highlighted something important. “Spending time with my heavenly Father and being reminded of what pleases Him will likely result in making decisions pleasing to Him.”

He’s right. Perhaps we’ll even get a “Way to go, buddy!”

Trust in the Lord with all your heart, and lean not on your own understanding; in all your ways acknowledge Him, and He shall direct your paths (Proverbs 3:5-6 NKJV).

– Beecher Hunter