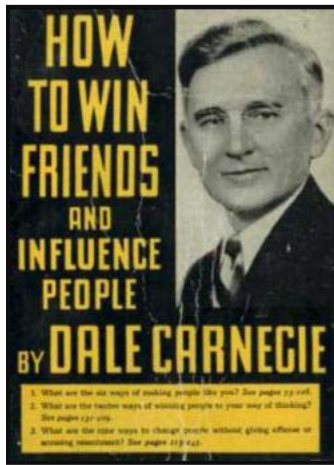


THE KEYS TO SUCCESS

A successful young salesman was convinced that an understanding of human relations and public speaking were keys to success, and that he could teach these principles.

He approached the 23rd Street YMCA in New York about the possibility of teaching a new course. Its directors were reluctant; it was an untested concept, and this was in the heart of the Great Depression.

They finally agreed, however, to allow him to conduct the course if he would agree to be paid only on a commission basis rather than the customary \$2 teaching fee. Within a few years, the young man was making \$30 a night in commissions.



One of his students was a publishing executive who suggested the material be gathered into a book. The young man agreed, and the volume stayed on *The New York Times* best-seller list not for the usual weeks or even months, but for an unprecedented 10 straight years.

To this day, hundreds of thousands of copies are sold every year. The book: *How to Win Friends and Influence People*. The man: Dale Carnegie.

This story is adapted from *Words for All Occasions* by Glenn Van Ekeren. It says a lot about determination and what we do with opportunities that present themselves.

It was Voltaire, French writer, author and philosopher, who said, “Life is like a game of cards. Each player must accept the cards that life deals him or her. With cards in hand, each person must decide how the hand will be played in order to win the game.”

– Beecher Hunter