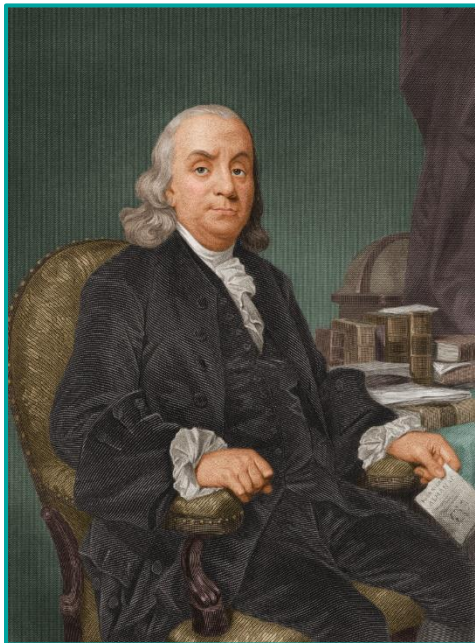


The Mark of Success

During the days when the United States was taking shape as a nation, Andrew Bradford had an enviable business contract. His company was given the responsibility of doing all the public printing for the new state of Pennsylvania.

Bradford's company had a reputation for sometimes producing shoddy work, and unfortunately, that was the verdict when Bradford was asked to print an important address the governor was planning to deliver. The document was put together in a careless, unimpressive manner.



Another young printer saw this example of sloppy work as a great opportunity. He prepared an elegant document of the speech and forwarded it with his compliments to the governor and each member of the assembly. He was soon awarded the contract for all of Pennsylvania's public printing.

His name? Benjamin Franklin.

Franklin replaced what was inferior with something that was of quality and excellence. That's the mark of a successful product or service.

That principle is especially true in the work of Life Care and Century Park. We are in the business of taking care of people, which is much more important than printing an official document, as professional as that should be.

And we should always be ready to give our best. As Franklin said: *By failing to prepare, you are preparing to fail.*

Scripture, too, is clear on this point: *Whatever your hand finds to do, do it with all your might* (Ecclesiastes 9:10 NIV).

– Beecher Hunter