

# What's That Noise?

A store owner had a problem. The teenagers from the local high school liked to hang out in the parking lot of his establishment. They weren't bad kids, just a little boisterous. But soon the neighbors began to complain about the noise from their gatherings.

The shop owner asked the teens to be respectful and keep the noise down. And they did for the first few minutes, but once the conversations took on momentum, so did their raucousness and laughter.

Next, the customers began to complain. Not that any of them had experienced a negative encounter with the group, "but it's just a matter of time," they cautioned the store owner. "Mob mentality," they warned.

The shop owner took these concerns into consideration and asked the group to be mindful of his patrons by not blocking the path to the doorway. The young people agreed, but as they chased one another and goofed around, their presence became a nuisance to the customers.



The store owner remembered what it was like to be that age, and he knew the teens didn't mean any harm. He also knew he had to do something before things truly became a problem. But what? Asking for the young people to exhibit more courteous behavior didn't seem to result in a long-term change in their actions.

Then he remembered something his granddaughter once said to him during a summer afternoon as he lounged in the backyard. She had come out to join him until he turned on his radio to listen to some oldies.

"What's that noise?" she asked.

"This is my kind of music," he explained as he began humming to the beat of the song.

"Well, that's not for me," she replied. "I'm outta here, Gramps." And with that, she walked away.

Ultimately, the shop owner installed speakers outside the store and began piping easy-listening music into the parking lot. Soon the size of the teenage-group began to dwindle.

"The muzak sucks," someone said.

The most unlikely solution had yielded the greatest result.

It's a lesson for us in Life Care, Century Park and Life Care at Home as we determine new and exciting ways to serve our customers.