

## **"Pay Forward" (or Giving Back Now, Not Later)**

**As appeared in ISHN's "FDO"**

**May 2004**

It's what I continue to learn in this great industry that continues to stir my interest. Every day, something new, and interesting, is discovered or learned. It makes tomorrow look even more worthwhile. New challenges and ideas that we must now face will be dealt with from what was learned, today and yesterday.

Over these 25 plus years as a Manufacturers' Representative, much has changed, our profession has gained strength. Growth, comes from change.

We have experienced, recessions, wars, scandals, political controversy, environmental, regulative, monetary and social issues, both domestic & international - but our profession is stronger than ever. We have grown. We will continue to grow as long as we continue to learn and share that learning.

The nature and meaning of business throughout the world has changed - and not necessarily all for the bad. The corrective nature takes over - good over bad. So it is - progress - change - growth.

Recently, I attended CPMR (Certified Professional Manufacturers' Representative) course in Tempe AZ. As an "auditor", I experienced, first hand, this excellent, three year, global, learning experience. Taught to professionals of our industry, to upgrade themselves and their companies to better face the challenges of tomorrow.

I was inspired, by the quality of the teaching methods, and the talent they and the students in the classes possessed. They seemed to learn from each other. These professionals took valuable time from their families and businesses to learn more about serving better. A by-product of this educational experience is the natural professional "networking" in common cause.

This and other continuing educational knowledge opportunities, enables valuable thought, expression, exchange, and through personal growth, enhances adoption and the ability foster change for growth and to prosper.

With this, comes a price - giving back or "Paying Forward" (from Woody Hayes, famous Ohio State football coach). Or the responsibility there of.

Paying back, professionally, is generally thought to come when someone nears or enters retirement and decides to "pay back" in various forms to whatever or whomever helped them get to where they are.

"Pay Forward" means - sharing, along the way, doing for, as you go, where needed.

We receive fulfillment, value and satisfaction from the energy that is spent on "Paying Forward". It is self energizing. Try it - I promise you.

Professional Trade Associations are for the good of you and your profession. Professional Educational Courses and Programs are for the good of you and your profession.

Get involved, now - "Pay Forward" - it's your profession - learn from it - share it - now - while you can - "PAY FORWARD"!

It works also personally, not just professionally.

Think about it.

George J. Hayward