

**"S-t-r-e-t-c-h Before You Grow"**  
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Our company, United Sales Associates celebrates the 25th Anniversary this year!  
Actually, October 1st (1982).

Several years ago one of our upper leadership persons came to me stating he wished he had been with us from the start. On board all but a few of those years, he mentioned, he wished he would have experienced those very early years ( Part 1)....."those fun, exciting, beginning years of building the business foundation, the platform, from scratch, and climbing the growth ladder on a journey of success".

WELL.....

I reminded him - those early, first years, we borrowed money to survive month to month and finance that growth he mentioned. Fun? Exciting? Yes, I suppose so....those, the "good 'ol days" were very tiring, trying, difficult times, very different from today, in many ways, some good, some not so good but, that's not where I'm going here.

I've continued to explain, where we are today (Part 2) is now on the strong foundation laid of where we can maintain and continue to build our future growth and beyond. In many ways, when that foundation is built and maintained, which is very important (we have been best "tested" hard several times) it is the next stages that become the really "fun" part....the part where we energize our strategic plan, changing, adapting, and reevaluating to the constant challenges and changes thrust upon us. In those "early" years, there was no time for a strategic plan. It was act & react, "putting out fires", running at a hundred miles an hour, many times spinning our wheels without much horsepower to go forward.

Today, this valued person is already a strong force leading the charge of "stretching" for our future growth. The first part, the "early years" are obviously necessary before the second. The future, and exponentially more growth years are more fun because they can be planned and those plans being executed.

A principle of human nature is competitiveness and a desire to succeed. If those principles of human nature do not exist there is little doubt the outcome.

However, once we were so called, "rolling", even more exponential horsepower was needed to accomplish the goals set. We continue that journey.

Stay with me.....

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Recently, I viewed a video featuring the world's fastest production car, Volkswagen AG's, Bugatti Veyron 16.4. In it the Bugatti tops out at 253.2 mph (or 487.5km/h)! Oh, \$1million+ list.

The commentator mentions that the first (Part 1) 155 mph can be accomplished by many production cars, in fact, only 270 HP is needed to do so.

However, to continue exponentially faster, Mother Nature (not Human Nature) becomes involved. Physical limitations, barriers and obstacles need to be overcome in order to reach the desired goal in Part 2. To reach the desired goal of 253 mph an ADDITIONAL 730HP or a total of 1001HP (HorsePower) is needed! Part 2. takes more horsepower. Horsepower takes many forms.

Built..... now - the test. Due to this extreme speed, a round track will not do, nor the largest oval track. Only the VW, 60 mile test track in Germany with a 5 1/2 mile, straight a way will work!

Well, of course, it was accomplished (if you're interested, take a ride at [www.dailymotion.com/video/x15712bugatti-veyron-at-top-speed](http://www.dailymotion.com/video/x15712bugatti-veyron-at-top-speed) ).Exciting!

Assuming you have already accomplished Part 1. Human Nature, Mother Nature both, take more exponentially horsepower to reach Part 2 of growth to the goal....do your exercises, but, s-t-r-e-t-c-h, first - now you're ready - get set - GROW!

Think about it.

George Hayward