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## Expert Advice?

Here are some quotes from “expert” sources that you are most likely familiar. No one gets it right all the time and unfortunately these folks didn’t either.

1. “Drill for oil? You mean drill into the ground to try and find oil? You’re crazy.”  
– Drillers who Edwin L. Drake tried to enlist on his project to drill for oil – 1859.
2. “Louis Pasteur’s theory of germs is ridiculous fiction.”  
–Pierre Pachet, Professor of Physiology at Toulouse, 1872.
3. “This ‘telephone’ has too many shortcomings to be seriously considered as a means of communication. The device is inherently of no value to us.”  
–Western Union internal memo, 1876.
4. “Heavier-than-air flying machines are impossible” – Lord Kelvin, Pres. of Royal Society, 1895.
5. “Everything that can be invented has been invented.” – Charles H. Duell, Commissioner, US Office of Patents, 1899.
6. “The wireless music box has no imaginable commercial value. Who would pay for a message sent to nobody in particular?” – (in response to urging for investment in the radio during the 1920s.) –David Sarnoff Associates president of RCA.
7. “There is no likelihood man can ever tap the power of the atom.”  
– Robert Millikan, Nobel Prize in Physics, 1923.
8. “Stocks have reached what looks like a permanently high plateau.”  
– Irving Fisher, Professor of Economics, Yale University, 1929.
9. “I’m just glad it will be Clark Gable who falls on his face, not Gary Cooper.”  
– Gary Cooper on his decision not to take the leading role in *Gone With The Wind*.
10. “I think there is a world market for maybe five computers.”  
– Thomas Watson, Chairman of IBM, 1943
11. “I have traveled the length and breadth of this country and talked with the best people, and I can assure you that data processing is a fad that won’t last out the year.”  
– The editor in charge of business books for Prentice Hall, 1957.
12. “We don’t like their sound, and guitar music is on the way out.”  
– Decca Recording Co. rejecting the Beatles, 1962.
13. “A cookie store is a bad idea. Besides, the market research reports say America likes crispy cookies, not soft and chewy cookies like you make.”  
– response to Debbi Fields’ idea of starting Mrs. Fields’ Cookies.
14. “There is no reason anyone would want a computer in their home.”  
– Ken Olson, President, Chairman, founder of Digital Equipment Corp., 1977

## The Value of Simple Pleasures A Bowl of Cherries

Eleven year old Zlata Filipovic, like so many other girls her age, kept a diary in 1991. "We gave ourselves a treat today," she wrote one July day. "We picked the cherries off the tree in the yard and ate them all up. We had watched it blossom and its small green fruits slowly turn red and now here we were eating them. Oh, you're a wonderful cherry tree!"

Zlata's words read like any young girl's whimsical musings. But this innocent summer activity held a much deeper meaning: Zlata wrote the diary entry in the midst of war in her hometown of Sarajevo. "I miss fruit a lot," she continued. "In these days of war in Sarajevo, there is no basic food or any of the other things a person needs, and there is no fruit. But now I can say that I ate myself silly on cherries."

That simple pleasure brought tremendous joy to a girl who witnessed brutality daily. Simple pleasures can do that if we take the time to appreciate what the moment offers.



Adapted from *Zlata's Diary*  
Zlata Filipovic – Viking Press



## Back to School

For most children, it will soon be time to get out the school bags, sharpen those pencils and head to the bus stop. This means there'll be groups of kids standing just feet away from streets and traffic in the hazy early morning hours or departing from buses to walk home at dusk. Remember when you were young and full of enthusiasm? Well, things haven't changed much.

- ✓ Be extra careful when driving along bus routes. Expect the "unexpected"
- ✓ Slow down. Be prepared to stop at school crossings. Allow for weather.
- ✓ Stop for buses that have their red lights flashing and stop arm extended.
- ✓ Allow young bicycle riders plenty of room when passing them.
- ✓ Teach your own children how to safely cross the street at intersections after checking both directions for traffic.
- ✓ Instruct your children in the safe way to wait and board the bus. Discuss the proper conduct when riding the bus.
- ✓ Report any problems or concerns to the school and the bus company.

*We extend our prayers and sympathy to those whose loved ones were victims of the 35<sup>W</sup> bridge collapse in the Twin Cities. We are thankful for the safety of so many who live in that area and regularly used that route.*

**Personality can open doors, but only character can keep them open.**

**Don't cry because it's over –  
Smile because it happened.**

## A little News

Sadie reports from Crosslake that one of the drivers was making a delivery to Grand Rapids in mid-July and saw a "Big Foot" cross the road in front of him. He mentioned it to a man at the job site and the next thing he knew, he was contacted by the Sasquatch Society. It seems that "Big Foot" sightings are taken very seriously. Our driver was interviewed on the local radio later that same week. Now he is a minor celebrity.

# Minnesota Trivia

Here are some easy and fun questions about our state for you trivia lovers. If you don't know the answer, you can always ask your kids. Let's get crackin'.

1. What states border Minnesota?
2. What MN company invented Scotch Tape?
3. Name the famous author of the *Great Gatsby*?
4. What is the stage name of Duluth recording artist, Robert Zimmerman?
5. Name the 1<sup>st</sup> Minnesotan to fly solo across the Atlantic to Europe?
6. Name the fictional town popularized by Garrison Keillor on *Prairie Home Companion*?
7. What Minnesota native created the "Peanuts" Comic strip?
8. What cartoon characters live in Frosbite Falls, Minnesota?
9. What Minnesota company manufactures the Super Bowl rings?
10. Name the first American (a Minnesotan) to win the Nobel Prize for Literature?

Want to know how you did? The answers are on the bottom of the back of this page.



## Dealing with Road Rage

Most anyone who has driven for a while has had an encounter that has raised the blood pressure and maybe an angry response. In a country that is becoming more urban, with gas prices that continually fluctuate, and unfamiliar road conditions or construction issues, how does a driver keep his/her cool? Here are some suggestions that may help you arrive at your destination with your temper in tact.

### **Fight or Flight**

Normally, when stress becomes overwhelming, experts suggest taking a break and getting comfortable. Adjust the temperature, loosen your tie, and adjust the position of your seat to avoid the physical tension that comes with stress

### **Distract yourself – but only a little.**

Listen to soothing music, autobooks or tapes but be careful and don't talk on cell phones while driving as it may be too much of a distraction.

### **Breathe deeply**

Deep breathing is beneficial for relaxation. Take 7-8 deep slow breaths per minute from the diaphragm, through the nose and out the mouth.

### **Think of the big picture**

Does it really matter if your 15 minute drive takes 20 minutes? Isn't it better to arrive safely?

### **Be self-aware**

Know what triggers stress for you. Accept that you cannot control the behavior of others.

## News from the Yards

Congratulations to Ronnie, son of Denise Wilkins, who received the Presidential Academic Achievement Award the end of May for holding a 3.7 or higher in his honors classes for the first 3 quarters of 8<sup>th</sup> grade. Mom, Denise, says they are very proud of him



Congratulations to Betsy Rakotz on the birth of grandson, Maksim Paul on June 12<sup>th</sup>. He was 7 lbs 1oz and 19 ½ inches tall at birth.

Proud parents are Andy & Janelle (Betsy's son and his wife).

The last Friday in July, our Hutchinson Simonson Lumber location had some excitement. An unknown man had supposedly fired a shot and then ran off into the cornfield near that yard. The authorities closed the roads from noon until approximately 3:30pm while they searched for the gunman's whereabouts. Officers with dogs and helicopters hovering overhead searched but could find nothing. Roxanne reports that it was a lot of excitement for Hutchinson. Thankfully no one was hurt.

# More News from the Yards

Roger Kaufmann from Hutchinson vacationed in the Boundary Waters and enjoyed his time off fishing. Aaron Hexum is heading for the same area on his vacation.

Tony Borka ran the "Relay for Life" in Forest Lake August 3-4. It is a fundraiser for the Cancer Society. Roger Kaufmann is doing the 50 mile walk with proceeds going to the Cancer Society.

Congratulations to Grace Schreder, 11 year old granddaughter of Dave Schreder & Janice Saatzer, who earned a free week at summer camp by memorizing 100 Bible verses. Wow!

Don Lewandowski and his wife Cindy from the St Cloud yard ran Grandma's Marathon in Duluth this summer. Combined they have run over 50 marathons. Nice Work!

Golfing is good this year for Dave Kalla, who hit a "Hole in One" this summer. He says it is his first. Also, John Dressen shot his best round ever, a 72 at the Wapicada Golf Course.

Congratulations to Kim Wieneke (Design Team) & Logan Green (Monticello Simonson Lumber) who were married on June 9<sup>th</sup>. Following their nuptials, the Greens enjoyed a romantic honeymoon in Mexico.



*The average human heart beats 100,000 times a day. Make certain each one of those beats count.*

**A true friend knows your weaknesses but shows you your strengths; feels your fears but fortifies your faith; sees your anxieties but frees your spirit; recognizes your disabilities but emphasizes your possibilities.**



~ William Arthur Ward,

# Happy Birthday!



## August

Jeffrey H ~ 8/02,  
 Brian C ~ 8/06, Buck H ~ 8/08,  
 Dennis L ~ 8/08, Mike J ~ 8/09,  
 Gary S ~ 8/13, Chad P ~ 8/16,  
 Steven S. ~ 8/18, Leon Z ~ 8/18  
 Steve M. ~ 8/30, & Logan G ~ 8/31.

## September

Jody H. ~ 9/09, Josh S. ~ 9/17,  
 Sadie H. ~ 9/19, David M. ~ 9/19,  
 Shannon S ~ 9/20 & Jason D ~ 9/20.

## October

Melissa M. ~ 10/02, Wayne H. ~ 10/03,  
 Larry H. ~ 10/05, John H. ~ 10/08,  
 Matt M. ~ 10/13, Betsy R ~ 10/14,  
 Roxanne J. ~ 10/14, Joe T. 10/14,  
 Aaron H. ~ 10/18, Justin T. ~ 10/18,  
 Craig E ~ 10/24, Danny B. ~ 10/29  
 & Tony B. ~ 10/30.

## November

Thomas W. ~ 11/02, Dennis D. ~ 11/03,  
 Brandon V. ~ 11/06, Ken F ~ 11/08,  
 Brian K ~ 11/21, Joseph S ~ 11/24,  
 Robert C ~ 11/25, Wayne B. ~ 11/25,  
 Ed H. ~ 11/27, & Jeffrey S. ~ 11/30

**The early bird gets the worm,  
 but the second mouse  
 gets the cheese.**



## Trivia Answers:

1. Iowa, Wisconsin, South Dakota, North Dakota, and Michigan (via Lake Superior).
2. 3M or Minnesota Mining & Manufacturing
3. F. Scott Fitzgerald
4. Bob Dylan
5. Charles Lindbergh
6. Lake Wobegon
7. Charles Schulz
8. Rocky the Squirrel & Bullwinkle
9. Jostens
10. Sinclair Lewis

Boo

