

The Parable of the Button

And so it came to pass that a great sadness fell upon the Land. For the Great Lords who sat in Washington has caused a "snafu" to be laid upon the Business industry, to cause them much Hardship, Pain and Suffering. Throughout the Land, there was much wailing and gnashing of teeth. For all believed that all was lost, even unto their BMW's and Cadillacs.

'Times are Bad!' cried the Media. "Ye are all about to go Down the Tubes!" and, lo! the People so hearing, did so believe. And they donned sackcloth and ashes, and spoke with lowered voices and much wringing of hands.

But there was amongst them one Entrepreneur, who wore Rose-Colored glasses and listened to Jimmy Buffett music all day long, so that he was not able to see, hear, nor understand how bad the times really were, so naive was he.

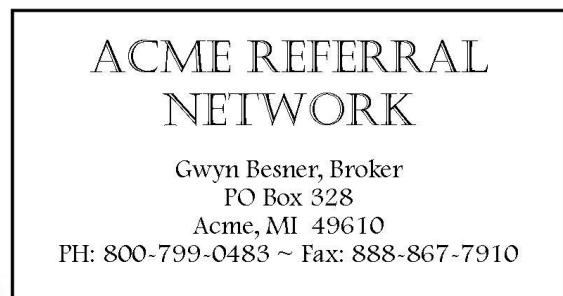
And this Entrepreneur fashioned for himself a small shield and emblazoned upon it the words "Business Is Good", and fastened it to his lapel, that all might look upon it.

And as he traveled throughout the Great Lakes Region, the people raised their heads and they mocked at him, saying, "Wherefore do ye wear such a sign upon your lapel saying, "Business Is Good"? But the Entrepreneur replied saying, "I wear this sign because Business Is Good."

And one who wailed mightily spoke, saying, "Wherefore is your business good, but we are in such distress!" and the Entrepreneur replied, "Thou knowest I see in Rose-Colored hues, therefore I cannot read the newspapers that proclaim misery in the Land; Thou knowest I only hear Jimmy Buffett, therefore I cannot hear the mighty warnings of The Talking Heads on the Network News. Thou knowest I am naive, and therefore do not comprehend what the "Wise Men" say on Wall Street, or Chicago. So is my heart not burdened, and my work joyful."

Hearing this, the multitude raised their voices, and cried aloud. Entrepreneur, Entrepreneur! Make for us one of your Magic Buttons, that we might also be shed of our despair." and the Entrepreneur spoke humbly, saying, "It's not magic, good people. You just have to believe."

We are thankful to have shared the magic with you.



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