

Tough Times Don't Last. Tough People Do.

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Dr. Robert Schuler coined this phrase for one of his sermons at the Crystal Cathedral in California. I often think how true the phrase is.

Having lived through a few wars, several recessions, and an oil embargo in the seventies, I have seen this economy climb to the heights of euphoria and plunge to the depths of despair. Yet, those who chose to tough it out when things are down always come out on top when things turn around.

In the early 1800s, the English historical writer, Aldous Huxley wrote about the fledgling United States. Huxley certainly was not a fan of our young nation and thought little of Thomas Jefferson and his theories on America's independence. Never the less, he wrote, "The United States will never be able to be overcome from an outside force. They meld together when faced with adversity. Their strength is in their unity and pulling together."

Huxley didn't know about today's power politics, world banking influences, nuclear threats, oil embargos, or golden parachutes for overpaid executives.

He did know about corporate greed. He did know about apathy, avarice and complacency. He recognized that the downfall of an empire like Rome came from the inside. "If the United States were every to fail, it will come from within," Huxley wrote.

Once again as tough times come upon us, we have to unite and be innovative with our thought process and efforts. We have to share our successes and not dwell on the negatives we face.

Sure the economy is down. Sure the Big Three auto companies are in trouble. Sure the mortgage foreclosures are high, but we cannot be like Chicken Little and say, "The sky is falling."

I've got some good news to share. As I travel the nation and work with broadcast reps during these times, I find the same thing happening now that did during early tough times. While some businesses struggle, other businesses are more in demand now. Since consumers are not (or can't) rush out and buy a new car, they are going to auto repair shops to insure their present one will be reliable. Recently a tire store in Youngstown, Ohio and another in Bloomington, IL told me that business had never been better.

Home remodelers are getting busier since consumers have decided to "fix up the old barn" rather than selling during these times when home values are depreciating. Contractors like plumbing companies, air conditioning and Heating companies, electrical contractors, cement contractors and even paving companies are pursuing the "fix-up" business.

I recently had a major air conditioning and heating company up in Duluth, MN make a major radio buy. It seems that while they have been basically a supplier for commercial and industrial equipment, they have been receiving a lot of interest in residential applications. "If the business is out there, we might as well have it," was the owner's theory.

Health professionals are staying busy and want to use more creative media to educate the public on the new products and procedures that are now available in their applications.

With the national advertising being down, and the auto dealers being "in the dumper", we will have to pull together, be innovative and creative, because the local business owners need us more now than ever. Our task is to lead them through these tough times for a brighter future.

Recessions come and go and this one will too. We, and our clients, have to be tough and last through them.