

“YOU GOTTA HAVE A PLAN”

By Cris A. Fox

“When I grow up, I want to be a comedian,” Shirley Felder-Morton joked with me. But, at least for now, she’ll have to settle for the Catskill Mountain Business & Professional Women’s Club ‘Woman of the Year’ award. That’s just a figure of speech, though. Because settle isn’t a word familiar to Shirley’s vocabulary. She’s a self-described go-getter. “Nobody is going to keep me from getting what I deserve, even if it’s trouble. If I deserve trouble, then that’s what I’ll get.” Shirley told me.

After spending just one afternoon with Shirley, it was clear to me that her attitude and determination are as unique and individual as the business empire she’s built through hard work, guts and sheer force of will.

Shirley purchased Sullivan County First Recycling and Refuse from her brother in February 1997. Since then, she has turned a profit each and every year of operation while blazing a trail of brand spanking shiny new purple trucks on our local roads and dotting Sullivan County’s countryside with distinctive purple dumpsters. Those who know her, if asked about the purple dumpsters, will typically

say, “That’s SO SHIRLEY!”

Although Shirley credits her brother with teaching her what she knows about trash, she says she owes much of her financial success to having a business plan. “It doesn’t have to be complicated. Mine is really elementary,” Shirley explains. “Make a business plan and stick to it. Review it often to make sure you’re still on track and revise that plan every few years.” That’s where Fred Harding came into the picture. Fred



Shirley poses in front of scrap automobiles at Mor-Tons Recycling, which she operates with the help of her husband, Eugene.

Harding was Shirley’s first counselor at the Sullivan Business Development Center, or SBDC for short. He helped her write a business plan. Then, he accompanied her to banks in order to apply for business loans. “He changed my life,” she says about Fred. “Not only did he help me get organized with my business plan, I got a loan for \$128,000 from the same bank that



WEEKLY HOROSCOPE NOVEMBER 20TH -26TH 2006

Highlights: This year Thanksgiving will bring a special blessing of positive growth and spiritual change. This Monday to go along with Mercury turning direct and straightening out communication and thinking, Uranus the planet of change will also start it’s direct motion. Monday also brings a New Moon at 28 degrees Scorpio supporting this change. This New Moon is conjunct Jupiter the planet of spiritual growth and optimism and this signals a new beginning of optimism and direction arising out of the ashes of the Scorpio process of death, transformation and rebirth. This is a significant indicator of big changes coming that can transform our personal lives and our social spiritual goals as a society.

This transformation will be fostered on Wednesday when the Sun enters Sagittarius the sign of hope, optimism, expansion, spiritual growth, and higher law. Wednesday will also bring us Mercury Trine Uranus showing a new way of thinking leaning towards changing attitudes in the direction of compassion and service towards those that don’t have as much.

The next day is Thanksgiving a day when we give thanks to God and our fellow community of family, friends, and neighbors for the abundance of blessings that we have. This is an especially appropriate holiday to hold under Sagittarius’ influence but this year something rare and remarkable will emphasize the meaning of this holiday. On Thanksgiving Day Jupiter will enter the sign of Sagittarius for the first time in 12 years (where it will remain until December 19th 2007) and since Jupiter rules Sagittarius it will purify and strengthen its influence and message in many people’s lives.

Sagittarius and Jupiter rule over foreign lands, culture, higher law and spirituality so we can expect both Congress and the higher courts of our land to be very busy deciding matters that pertain to these subjects. This means that immigration will be in the news all year as will big changes in foreign policy especially towards the Middle East where religions affect their culture so strongly. The role of religion in government will be hotly debated all year as religious factions seek to be more included in government policy both here and abroad. If we are to vacate Iraq it is imperative that we tolerate religious control in their new government.

This means that both fundamental religious and liberal spiritual consciousness will be on the ascendancy this coming year. Sagittarius is about the growth of consciousness from all sources so hopefully we will see a less narrow view of religion and government all over the world. This Thanksgiving will bring us all a rebirth of hope and optimism so let us not waste this energy on fearful or prejudiced narrow philosophy that doesn’t include all peoples’ needs and beliefs.

PERSONAL HOROSCOPES NOVEMBER 20TH – 26TH 2006

ARIES (3/21 – 4/19): You are preparing to let go of past losses and disappointments but others may not support you. You will find new faith and opportunities in travel.

TAURUS (4/20 – 5/20): Expect a major transformation in your close relations and partnership. Trends will begin that demand adjustments or complete change of future plans and associations.

GEMINI (5/21 – 6/20): You are about to embark on a new path concerning your health and or employment. A new partnership or agreement will guide you and share your journey.

CANCER (6/21 – 7/22): At this time it is really important that you become very creative in how you approach your job. You must think for yourself and not be influenced by your associates to succeed.

LEO (7/22 – 8/22): If you can overcome past resentment and fears you will transform your career. Your creative talents are becoming more obvious to the world.

VIRGO (8/24 – 9/22): Changes in your thinking will show in your emotional stability and change your domestic situation. Your partner will find this very unsettling for awhile.

LIBRA (9/23 – 10/23): A recent transformation of your self worth will open your mind to new possibilities. You will consider some radical changes to your employment as a result.

SCORPIO (10/24 – 11/22): You have an opportunity to expand your self esteem and financial possibilities. New opportunities will demand that you explore new ideas and territories to achieve the potential inside you.

SAGITTARIUS (11/23 – 12/21): After hitting many low points recently change is now possible. You must now stand on your own before others will help to make your dreams come true.

CAPRICORN (12/22 – 1/20): Your hopes and dreams have been and will continue to be transformed. Be prepared to make sacrifices until you can reorient your expectations of the future.

AQUARIUS (1/21 – 2/19): Your transition is almost over and your public façade and life structure is about to change. New friends and associates will come to help you move on.

PISCES (2/20 – 3/20): Doors are being opened for you that will expand your horizons. New love is coming to help adjust to disorienting sudden career growth.

The above is a picture of a water crystal exposed to the energy of “Thank you (Japanese)” from The Hidden Messages in Water by Masaru Emoto

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had previously turned me down!"

Fred has since moved on and Shirley has a new counselor at SBDC, Sam Kandel. He recently helped Shirley revise and update her business plan to secure a \$750,000 loan from Key Bank. She used this loan to refinance old debt, and purchase new equipment.

"I'm not telling you about this to brag," says Shirley. "I'm telling you about this because I believe it is important for women to realize that they, too, can think big."

And thinking big is one thing that Shirley does; and she does it well. Shirley utilizes the time spent driving in her car to listen to motivational speakers on CD. She explains that she feels she must stay motivated and positive so she can set a good example for her daughter and nieces. "We have to hold the young women in our lives to high standards and we mustn't let them think it's ok to settle for second best," says Shirley.

Shirley remains active in the Catskill Mountain Business & Professional Women's Club as a labor of love. She has tirelessly set aside the time from her busy schedule to help grow this area's chapter of the BPW to the largest in New York with over 100 members. Her niece, Robbin Peterson, is working hard at designing a website and distributing newsletters for the Catskill BPW. For now, you can find the national organization of BPW on the web at



Chanel Turnquest (left) and Pamela Henning (right), both of Prudential Peters Realty flank Shirley at a recent Catskill BPW meeting.

www.bpwusa.org

Shirley displays framed thank you letters from her customers along with numerous awards and newspaper clippings on the walls of her new office. She explains, "I use this as a tool to motivate myself to keep going on those days I feel like giving up and to excel above and beyond on those days I feel good."

I look forward to visiting Shirley again at her office in Woodbourne. I hope to see this article proudly framed and hung on the wall in Shirley's office while she and I sit down at her desk to review the business plan she inspired me to write. That will make my day, as I know in my heart it will make hers.

And thanks, Shirley!

100 QUOTES FROM "THE SECRET"

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who are really living this way is they have habituated ways of being.

61. They remember to do it all the time

62. Create a Vision Board .. pictures of what you want to attract .. every day look at it and get into the feeling state of already having acquired these wants

63. "Imagination is everything. It is the preview of life's coming attractions."

Albert Einstein

64. Decide what you want .. believe you can have it, believe you deserve it, believe it's possible for you

65. Close your eyes and visualize having what you already want - and the feeling of having it already.

66. Focus on being grateful for what you have already .. enjoy it!! Then release into the universe. The universe will manifest it.

67. "Whatever the mind of man can conceive, it can achieve" W. Clement Stone

68. Set a goal so big that if you achieved it, it would blow your mind.

69. When you have an inspired thought, you must trust it and act on it.

70. How can you become more prosperous?? INTEND IT!!

71. Checks are coming in the mail regularly... or change your bank statement to whatever balance you want in there... and get behind the feeling of having it.

72. Life is meant to be abundant in ALL areas...

73. Go for the sense of inner joy and peace then all outside things appear

74. We are the creators of our universe

75. Relationships: Treat yourself the way you want to be treated by others .. love yourself and you will be loved

76. Healthy respect for yourself

77. For those you work with or interact with regularly .. get a notebook and write down positive aspects of each of those people.

78. Write down the things you like most about them (don't expect change from them). Law of attraction will not put you in the same space together if you frequencies don't match

79. When you realize your potential to feel good, you will ask no one to be different in order for you to feel good.

80. You will free yourself from the cumbersome impossibilities of needing to control the world, your friends, your mate, your children....

81. You are the only one that creates your reality

82. No one else can think or feel for you .. its YOU .. ONLY YOU.

83. Health: thank the universe for your own healing. Laugh, stress-free happiness will keep you healthy.

84. Immune system will heal itself

85. Parts of our bodies are replaced every day, every week, etc... Within a few years we have a brand new body

86. See yourself living in a new body.

Hopeful = recovery. Happy = happier biochemistry. Stress degrades the body.

87. Remove stress from the body and the body regenerates itself. You can heal yourself

88. Learn to become still .. and take your attention away from what you don't want, and place your attention on what you wish to experience

89. When the voice and vision on the inside become more profound and clear than the opinions on the outside, then you have mastered your life

90. You are not here to try to get the world to be just as you want it. You are here to create the world around you that you choose.

91. And allow the world as others choose to see it, exist as well

92. People think that if everyone knows the power of the LOA there won't be enough to go around .. This is a lie that's been ingrained in us and makes so many greedy.

93. The truth is there is more than enough love, creative ideas, power, joy, happiness to go around.

94. All of this abundance begins to shine

through a mind that is aware of its own infinite nature. There's enough for everyone. See it. Believe it. It will show up for you.

95. So let the variety of your reality thrill you as you choose all the things you want.. get behind the good feelings of all your wants.

96. Write your script. When you see things you don't want, don't think about them, write about them, talk about them, push against them, or join groups that focus on the don't wants... remove your attention from don't wants.. and place them on do wants

97. We are mass energy. Everything is energy. EVERYTHING.

98. Don't define yourself by your body .. it's the infinite being that's connected to everything in the universe.

99. One energy field. Our bodies have distracted us from our energy. We are the infinite field of unfolding possibilities. The creative force.

100. Are your thoughts worthy of you? If not - NOW is the time to change them. You can begin right where you are right now. Nothing matters but this moment and what you are focusing your attention on.

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