**“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 Refuse and Recycle 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 new purple trucks on our local roads and dotting Sullivan County 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 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 Mor-Tons Recycling, which she operates with the help of her husband, Eugene.

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**WEIGHTY 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 leading 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 religious 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 vote wisely it is imperative that we tolerate religious control in our new government.

This means that both fundamental religious and liberal spiritual consciousness will be on the ascendency 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. Make the most of this energy and remember not to waste this energy fearful or prejudiced narrow philosophy that doesn’t include all peoples’ needs and beliefs.

“A new day is on the way,” 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.

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**PERSONAL HORIZONS**

**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 partnerships. 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):** This is the time to be open to the possibility of big changes coming that can transform our personal lives and our social spiritual goals as a society.

**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 (8/23 – 9/22):** Changes in your thinking and beliefs will open your mind to new possibilities. You will consider some radical changes to your employment as a result.

**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 a low point 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 moving at a much slower pace than normal. Continue making progress and you will see results.

**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.
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!? [* INSERT V!*] 71. ‘Check’ 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.

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 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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And thanks, Shirley!