

ATTITUDE

Have you really ever sat down and thought about your attitude and the attitude of those around you? Charles Swindoll wrote the following regarding attitude:

"The longer I live, the more I realize the impact of attitude on my life. Attitude, to me, is more important than facts. It is more important than the past, than education, than money, than circumstances, than failures, than successes, than what other people think or say or do. It is more important than appearance, giftedness or skill. It will make or break a company, church or a home. The remarkable thing is we have a choice every day regarding the attitude we will embrace for that day. We cannot change our past. We cannot change the fact that people will act in a certain way. We cannot change the inevitable. The only thing we can do is play on the string we have, and that is our attitude ... I am convinced that life is ten percent what happens to me and ninety percent how I react to it. And so it is with you ... we are in charge of our attitudes."

When I read the above, I thought about it and came to the following conclusion. My attitude and the attitude of those around me are very important to me. I have seen many friendships fall apart because of attitude.

Just the other day I had to return an item to the store from which it was purchased. On the wall behind the customer service desk was a poster that read "Attitude is Everything." I questioned the clerk and she said that her manager brought it in one day. The manager said that she wanted each clerk to read it at least once a day and to remember that their attitude can and will be the deciding factor in whether a customer returns to their store or not. I also believe that, as a customer, my attitude toward the clerk will be the deciding factor as to how I am served. In the same way, the attitude of each Officer and Chapter member will be the deciding factor as to whether a new member or even an existing member will return to the Chapter.

The following is a list of positive words that can be used to describe attitude:

- A**ctive - Is your Chapter active? Do you plan rides and activities for your membership
- T**rust - Does your Chapter trust you, or do they watch and criticize?
- T**hriving - Is your Chapter growing or is your membership getting smaller?
- I**nteresting - Are your Chapter gatherings interesting or boring?
- T**reat - Are you treating your Chapter members as you would like to be treated?
- U**nique - Are you using your own ideas, your staff's ideas or are you using the ideas of the Chapter members. Are you taking the credit for the success of a planned activity or giving credit where credit is due?
- D**esire - Do you have the desire to see your Chapter succeed and grow?
- E**nticing - Do you end your Chapter gatherings or activities with your Chapter wanting more?

If you can truthfully answer "yes" to any of the above questions, then I feel that you and your Chapter are on the road to success.