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Guess that Plane!



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Life Happens Fast.

A Chronicle

Life is a journey. A journey comprised of many precious milestones. Milestones that at times are stumbled upon unexpectedly and at other times are perfectly executed plans. There are many universal milestones in life that are a call for celebration. Take for example...birthdays, graduation, starting a career, marriage, anniversaries, giving birth, getting promoted, buying a home, starting a business and even retiring. On the flip side, there are also many universal milestones in life that call for grieving such as...death, losing a job, losing a home and divorce...to name a few.

The one common thread that links the positive and negative milestones, both universal and unique to only you, is that no matter what your path and sequence of milestones we are all blessed with a natural instinct to plan. There is a certain degree of planning that will need to take place, whether before, during, or after any given milestone. The key to planning is setting goals. Without goals, there would be no forward motion and you would simply be standing still. With them, life stays in motion. When a milestone is reached there is a certain sense of closure and relief; but before you can blink, you're working towards the next one. Life happens. And from birth to death there is a long distance traveled; all the milestones in between represent the total distance to our final destination.

As business professionals, I challenge you today to make work a journey. Similar to life, there will be times to celebrate and times to grieve. Some days will be full of victories and you will walk away from your day feeling on top of the world. But there will also be those days you will feel you gave your sweat, blood and tears (and then some) with little or no sense of accomplishment. Don't let those days get the best of you. If I can offer you any piece of advice, it would be this: Consider using milestones as a way to measure your success at work. When you take work (and all the projects it consists of) one bite at a time, accomplishment and contribution are attainable.

Cheers,

Keri Welhart

President/Owner

Kris Welhart

General Manager/Owner

Be S.M.A.R.T.

Keeping Life in Perspective

"When you dance, your purpose is not to get to a certain place on the floor. It's to enjoy each step along the way"

- Wayne Dyer

I would imagine that many of you are reading that quote and thinking, "Ah, what a wonderful concept, enjoying each step along the way, that would be such a fulfilling way to live each day, *sigh and rolling of the eyes* I wish that it could be that easy for me." Wait, you're sighing already?! And rolling your eyes?! We can't start the Keeping Life in Perspective off with sighing and eye rolling! No, we are going to examine this quote from a positive standpoint and learn that, "Yes! I can enjoy each step along the way regardless of where I am trying to get". In fact, you already know how to do that and you've known for a long time. Remember when you were a child? Now some of you may have to dig reeeeeaal deep to find your inner child but I promise it's in there. So, I'll ask again, remember when you were a child? Capture him or her, hold on tight and consider this, remember when you were a child and you wanted something so bad you could taste it?

For me, my goal was learning how to ride a bike. My dad took me down to the only flat surface around, an old gravel road next to the barn (yes we were country folk) and I began my dance with the blue beast - my bike. Two trees, one skinned knee, three wedgies and one barbed wire fence later I was flying solo! The accomplishment I felt that day left me reeling with excitement. I was proud of my scrapes, bruises and wedgies because I had barreled through those obstacles and came out on the other side a new kid. I was a cyclist! Children possess such a wonderful and innocent determination that, at some point, is lost. I would like to think it's lost somewhere between the acne and that

embarrassing shirt your grandma bought you for Christmas.

Today, as an adult, those trees and fences seem to have a powerful hold over the achievement of my goals. As we age the trees and fences get bigger and bigger and we become less and less motivated to tackle them. But the good news is it doesn't have to be this way! The truth is the reason children have such an easy time achieving goals is that they are S.M.A.R.T about it. Unconsciously they plan and simplify things to a degree that allows them to conquer. Wait, do you see that? I think there's something in this paragraph that's important? Can you find it? Why, there it is - S.M.A.R.T, yes folks we've got a mnemonic device! S.M.A.R.T. is a method of creating goals that will help us complicated adults simplify and outline the steps we need to take to achieve a goal **AND** enjoy ourselves along the way. S.M.A.R.T. stands for **S**pecific, **M**easurable, **A**ttainable, **R**elevant and **T**ime-Bound. I will now examine each major term (along with their minor terms) as they relate to our company.

Specific. Also think of Simple. Stroco's specific overall goal is to have 50 employees at the 50 year mark. So 50 at 50. Stroco was founded in 1964, putting the 50 year mark at 2014. To determine your specific goal consider who is involved, what you want to accomplish, location, time frame and of course why do you want to accomplish this goal. The more specific a goal is, the greater chance there is that the goal will be accomplished.

Measurable. Also think of meaningful and motivational. You have to know how to measure your progress along the way. This will allow you to stay on track and determine if alterations need to be made in order to meet your primary goal in the end. When your goal is meaningful, that in itself is the motivation needed to continue striving. For Stroco, achieving 50 years of dedicated service to customers is a major accomplishment and it couldn't be done without the 50 employees that are to come.

Attainable. Also think of appropriate, achievable, action-oriented and aligned. This is the step that gives you the power to achieve your goal. How do you make your primary goal come true? The answer is you set secondary goals that act as stepping stones along the way. Stroco has developed a method of determining attainable goals that has proved to be successful. We have a Vision Board. It is literally a board that is housed in the office for all

employees to view. Currently, it lists goals from major years 2008, 2009, 2010 and 2011. Below these, years 2012 - 2018 are laid out as well. All secondary goals are designed to help achieve the primary goal of 50 at 50. We include the past years, 2008 and 2009, to show the goals we've already attained and it also a way to reflect on our successes. It serves as motivation for the future.

Relevant. Also think of realistic, results-oriented and rewarding. The secondary goals must represent an objective toward which you are willing and able to work. To help narrow it down you may ask yourself...do I truly believe that this goal can be accomplished?, or have I accomplished anything similar in the past that might make this easier for me?

While it is important to be realistic about your secondary goals...don't lose sight by letting the fun get sucked out of the equation. Don't forget to enjoy the steps along the way or the "dance" may become awkward, like a scene from your junior prom. Take risks and tap into that creative side of yourself. Accept that the goals you have set for yourself are going to take a lot of hard work. Achieving your goals may even be a little painful, but the reward of accomplishment will far outweigh the pain. When I look back on my experience with conquering the blue beast I don't remember the bruises and scrapes I was left with, I remember the outcome! At Stroco we promote creative thinking and a "think outside the box" mentality. We have found the perfect balance between relevant and rewarding.

Time-Bound. Also think of time-oriented. A goal cannot be a goal if it doesn't have a time frame assigned in which it should be accomplished. If there is no set ending, then all you have is a dream. Stroco has taken a dream of growth and put time based goals into action to ensure that at 50 years we will have 50 employees!

In conclusion, what kind of dance are you or do you want to be? A Tango...a Samba...a Polka...or a Break Dance? Well, in order to stay on beat and prevent yourself from missing a step, it will be important to choose a method for approaching your goals and life in general. So why not be S.M.A.R.T about it? And if you put on the right attitude, setting and attaining goals can become a fun adventure. Kind of like riding a bike or dancing...you can enjoy the entire progression from start to finish.

The July Plane:

The SR-71 Blackbird



Fun Facts

1. The SR-71 was in service from 1964 to 1998.
2. Since 1976, the SR-71 has held the record for fastest air breathing manned aircraft.
3. It is a strategic reconnaissance aircraft developed from the Lockheed A-12 and YF-12 aircraft.
4. On July 28th 1976, an SR-71 broke the world record for its class for sustained flight: an "absolute altitude record" of 85,069 feet (25,929 m).

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