

SIERRA REGIONAL Economic News

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THE PEAKS, HILLS AND VALLEYS OF THE FRONT RANGE OF THE SIERRA NEVADA

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WHERE THE CLIMATE FOR BUSINESS IS PERFECT

Regaining Hope

Last week the buzz about town was the release of UNR's annual Sierra Region Economic Survey. This survey polled business leaders throughout the region and asked questions with the goal to quantify and qualify the views of our economy and its future.

I found the reactions to the survey to be as interesting as the survey itself. There were some who saw it as 'doom and gloom: we are all going to suffer more and more as Thelma and Louise drive us off the cliff into the Grand Canyon of despair.

Others saw it differently, as did I. Let me give you a good example. The question was asked: In the next 12 months, do you expect the overall economic conditions in the Sierra Region to improve, remain about the same, or worsen? Of the responders 23.3% said it would improve, 48% said it would stay the same and 28.7% said it would get worse. A lot of focus went on: it's going to get worse. Now, how do you interpret these numbers? The reports varied. But I see it this way: 71.3% said the economy is leveling off or going to get better! I would rather focus on the positive.

From my vantage point, I see great strides taking place every day in the programs and opportunities that are moving our region forward, in a good way. But it is going to take all of us working together to make it happen. It is also going to take a great deal of hope followed

by a well thought-out plan with fantastic implementation. We are capable of this and in fact, through the NNDA's Open Source program, it is happening.

Hope is a key element here. It comes down to a very individual basis that allows us to participate in a community effort. Hope is a belief in a positive outcome related to events and circumstances in one's life. We must all join together in a positive stance, individually and collectively and then go about changing our fortune as a region and as a community. We can do it if we work together, but we must start from within ourselves to allow it.

This reminds me of a story by an anonymous author many of you have probably read. It has circulated on the internet and been passed along... but it is worth thinking about. So here it is...

Carrots, Eggs and Coffee Beans!

A young woman went to her mother and told her about her life and how things were hard for her. She did not know how she was going to make it and wanted to give up. She was tired of fighting and struggling. It seemed as one problem was solved, a new one arose.

Her mother took her to the kitchen where she filled three pots with water. She placed



Rob Hooper, NNDA Executive Director

carrots in the first, eggs in the second, and ground coffee beans in the third. She let them boil without saying a word. In about 20 minutes, she turned off the burners. She

fished out the carrots and placed them in a bowl. She pulled out the eggs and placed them in a second bowl. She ladled the coffee into a third bowl.

Turning to her daughter, she asked, "Tell me, what you see?"

"Carrots, eggs and coffee," the daughter replied.

The mother brought her closer and asked her to feel the carrots. The daughter did and noted they were soft. Next, she had her daughter take an egg and break it. After pulling off the shell, she observed the hard-boiled egg. Finally, she had her daughter sip the coffee. The daughter smiled as she tasted its rich flavor.

The daughter then asked, "What's the point, mother?"

Her mother explained that each of these objects had faced the same adversity - boiling water - but each reacted differently. The carrot went in strong, hard and unrelenting, but after being subjected to the boiling water, it softened and became weak.

The egg had been fragile, its thin outer shell protecting its liquid interior. After sitting in the boiling water, its inside became hardened.

It is going to take all of us working together to make it happen

I bitter and tough with a stiff spirit and hardened heart?

Or am I like the coffee bean? The bean actually changes the hot water, the very circumstance that brings the pain. When the water gets hot, it releases the fragrance and flavor.

If you are like the bean, when things are at their worst, you get better and change the situation around you. When the hours are the darkest and trials are their greatest, do you elevate to another level?

How do you handle adversity? Are you a carrot, an egg, or a coffee bean?

Here at NNDA, our committees and their investor partner participants are certainly demonstrating that they are like the coffee bean. These business and community leaders are changing the adversity into opportunity and realizing the results.

I invite you to join our community efforts. Be part of the solution. Get the 'positive edge'. I state again: Together we can move our region into a new future. We can regain our great economy and make it even better than ever before. Keep your faith, regain your hope and be like the coffee bean.

For more information or to get involved with NNDA, please call 775-883-4413 or email us at nnda@nnda.org. We stand ready to serve you. ■



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