

# Community

## Dudley Employees Told to Focus on Goals

By KAREN M. HANNON  
Chronicle Staff Writer

Lester Brown knows first-hand that fate doesn't always smile upon you. He strongly believes, however, that anyone can turn his life around — just as he has done: from a convict serving life in prison to a rewarding life on the lecture circuit.

"The quality and quantity of your life is based on the quality and quantity of your thinking," Brown said. "That's the power that you have. You already have everything you need to be successful inside you. You are the one who puts the ceiling on what you can do."

Although his words last week were directed to employees of Dudley Products Inc. during their monthly meeting, Brown's words, which have been heard across the country, can apply to any person's profession or personal life.

From an illiterate child who was kicked out of school and who had killed a man by the time he was 13, Brown has come a long way. After being sentenced to 240 years in prison and serving a few of those years, Brown said he could have easily accepted that his life was over.

Instead, while in prison he educated himself and got help from others whom he said cared enough not to let him give up.

After learning to read, he received his Graduate Equivalency Degree in prison. He said he read his first book at the age of 30. Years later, he completed a bachelor's degree in psychology. But he didn't stop there. He went on to receive master's and doctorate degrees.

Now that he has been out of prison 14 years, Brown uses his personal experiences to help other peo-

ple. "My heart lies in inspiring people who want the best out of life," Brown said. "We hear about the kids who are in trouble all over this country. But there are parents who are also at risk. The black community is having a general nervous breakdown caused by, among other things, a lack of education, drugs, violence and teen-age pregnancy. So I talk to people to let them know that they can make a difference. These are the people who can help bring about a prescription for the problems."

Brown, an animated speaker, used a series of call and response, visual displays and conditioning exercises to help convey his message to the Dudley employees.

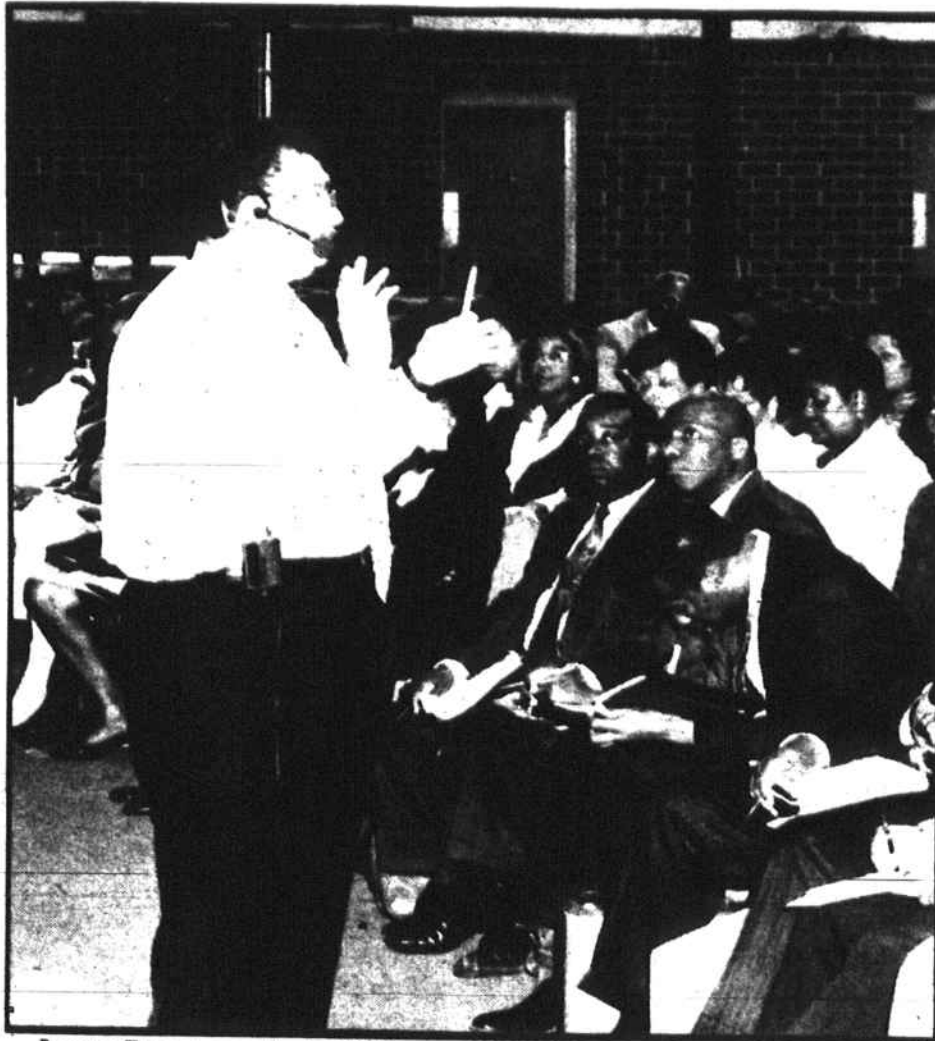
"You've got to learn how to transform substance to your needs," he said. "How many of you wake up in the morning and actually meditate on the rest of your day? You need to start focusing on your entire day, meditating on the results you want for that day."

Some of Brown's comments applied more directly to the employees. "There are three things you have to determine while you are trying to get a new customer," he said. "Whether they have the need, whether you have the product to fill that need and whether they have the money. If all three are present, then you have a quality customer."

Brown gave the employees a lesson on how to physiologically reach potential customers.

"The Reticular Activating System is that area of the brain that absorbs only the information that has some value to you," Brown said.

"Once you determine what's of value to you in life, then how to get



Lester Brown speaks to Dudley employees at their monthly meeting.

it will be easy. But the how-to's don't get to you first.

"For example, when you drive up and down a street every day, you don't notice any houses for sale," Brown said. "But once you set the goal that you want to buy a house, you drive up that same street you go on every day and see a lot of for-sale signs. Before you set that goal, you didn't see any of that stuff. So you need to be aware that that's how the Reticular Activating System works."

Brown said the key to personal success is finding the motivation within.

"How many times have you talked yourself out of doing things?" he said. "You say to yourself, 'I don't want to go to work today.' Then you say, 'I don't think I will go to work today.' Then you even get to the point where you say, 'You know, I don't really feel that good today anyway.'"

"If you can talk yourself out of going to work, you can talk yourself into being prosperous," he said. "The good things in life are mortal enemies to the best things in life. Don't ever think things are good just the way they are. It keeps you from wanting better."

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## Community EVENTS CALENDAR

### May

**How to Schedule Your Events:** Send your information, concisely and neatly printed or typed, to the *Chronicle* Calendar, 617 N. Liberty St., Winston-Salem, N.C. 27102, before 5:00 p.m., the Monday preceding the week in which your event will occur. Our FAX number is (919) 723-9173.

#### TUESDAY, MAY 11

**5:30 p.m.** — The Triad Chapter of the National Association of Black Accountants will hold its annual "Meet NABA Night" until 8 p.m. at the Airport Marriott. This is a free social for both old and prospective members. Please come meet the officers, find out what NABA is all about, and view the national video, "Accounting for All the Season of Your Life." For information or reservations call Cassandra Tatum at 770-3139 or Randolph Mitchell at 334-7600.

#### WEDNESDAY, MAY 12

**7 p.m.** — The Forsyth County Genealogical Society will meet in the auditorium of the Main Library on West Fifth Street. Laverne Speas of the Forsyth County Register of Deeds, and her assistant, Bill Rainey, will be speakers.

#### THURSDAY, MAY 13

**7 p.m.** — "Death of a Family Pet," a free workshop for children and adults, will be held in the Hospice conference room, 1100-C S. Stratford Road. Topics include "Euthanasia: The Painful Choice," "Grief and Mourning," "What to Tell the Children," "Rituals and Memorials," and "Future Pets." For information call 768-3972.

#### ONGOING

• The North Carolina Cooperative Extension Service offers free assistance if you have young children or are pregnant and live on a limited income. Assistance is offered through weekly individual or small group meetings. We can help you feed your family better by helping you know how to buy, grow, store and prepare food that meets nutritional needs.

• The William C. Sims Center, 1201 Alder St., continues its Family Night activities every Thursday in May from 6-8 p.m. Activities include parent support groups, fellowship, games, door prizes and child care. Yvonne Booker is the facilitator who will help you sharpen your parenting skills. Sponsored by STEP ONE Substance Abuse services. For information or reservations, call Ben Piggott at 727-2837.

• FmHA Farm Loan funds are available to assist minority farmers in Forsyth and Stokes counties who wish to purchase and operate farms. There is a current balance of over \$7 million that must be utilized within North Carolina by Sept. 30. For information call (919) 631-5185. The office is located in the Forsyth County Agriculture Building, 1450 Fairchild Drive.

• The Winston-Salem Tiny Rams Football Organization will hold registration for football players, cheerleaders and coaches through Aug. 1 at the Miller Park Recreation Center field. For information call 922-3922 or 744-7518.

#### UPCOMING

• Exchange/SCAN Child Abuse Prevention Center of North Carolina in Winston-Salem will conduct a training session for volunteer parent aides May 22-25. The volunteers will work directly with families at risk of or involved in child abuse or neglect. For information or to register, call 748-9028.

• The city of Winston-Salem's Neighborhood Government Service Office, 2301 N. Patterson Ave., invites the public to the programs, "Empowering Older Adults," "National Small Business Week Forum," and Special Financing,

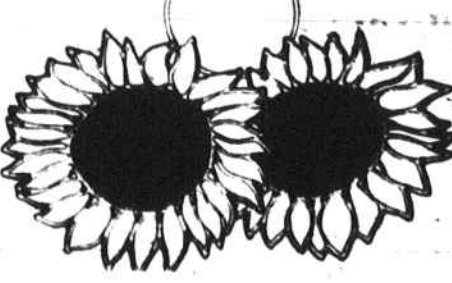
on May 11-12. For details and times, call 727-2975.

• The Little Theatre will hold auditions for "Oklahoma!" May 17-18 from 7-9 p.m. at the Hanes Community Center, 610 Coliseum Drive. Only those aged 15 years and above need audition. Be prepared to sing a gong. Bring sheet music; an accompanist will be provided. Wear comfortable clothing for the dance audition. For information call 725-4001.

• The North Carolinian Recreation and Park Society will hold a Building Fund Golf Tournament May 21 at Winston Lake Golf Course. This will be a four person captain's choice tournament. There is a fee, which is partially tax-deductible. For information write Nick Jamison or Tom Gavin at P.O. Box 2511, Winston-Salem, N.C. 27102. The event is for amateur golfers only.

• Plans are being made for the 25th Class Reunion of Atkins High School, Class of 1968, set for July 2-3. For information call Mary Gore Thompson at 924-6200.

• Forsyth Technical Community College's summer quarter begins May 24. Free GED and Basic Skills classes are held in the following East Winston and downtown locations: (Night-time GED classes) Ephesus Church, Sprague Street Recreation Center, Southgate Apartments and Macedonia Holiness Church; (Day-time GED classes) Goodwill Industries, Piedmont Park, Happy Hills, Lakeside Community Center and HeadStart; (Adult Basic Skills) East Winston Library, Experiment in Self-Reliance, Union Baptist Church, Union Chapel Baptist church, Goodwill Industries, Paisley Middle School and Sprague Street Recreation Center. All classes are free. To register call 760-2373.



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