

Shinn's 'Silent Partner' Made Him A Big Success

In 1971 he was netting less than \$65 a week. Four years later his company earned a before tax profit of more than \$2,500,000, after he recruited God as a silent partner on Interstate 85.

George Shinn, Rotary speaker on Thursday, June 20th at noon at the Holiday Inn, will talk about how God became his partner, self-confidence and "Growing With George Shinn" in a program arranged by Rotarian and Kings Mountain insurance man Tom Trott. He will also talk about his 10 rules of success: find your particular talent, be big, be honest, live with enthusiasm, don't let your possessions possess you; don't worry about your problems, look up to people when you can, down to no one; don't cling to the past; assume your full share of responsibility in the world; and pray consistently and confidently.

The youngest person ever to win the prestigious Horatio Alger Award recognizing successful people who have achieved against tremendous odds. Shinn was described by Dr. George Vincent Peale as "the most dynamic young man I have ever known."

George Shinn; From Mill to Millionaire is a success story which he downplays. He says he has accomplished what he has accomplished because of other human beings. "I am here because of other people and because of the grace of God," he tells his audiences.

Shinn estimates that today his business holdings are worth considerably more than \$5 million. They include the Rutledge College chain of business schools which include 17 two year schools in five states; Key Publishing Co. in Charlotte, Mart Specialty Printers in Charlotte, C.S. Inc. which has automobile dealerships in Bennettsville, S.C., Charleston, S.C., Columbia, S.C., and Charlotte and American Athletics, a specialty footwear company based in Charlotte. All those businesses are under the umbrella of the George Shinn Company. He also owns George Shinn Associates, a consultant and management development firm working with businesses and colleges.

Shinn gives most of the credit for his success to his mother, who he says always influenced him to do his best. He was born in the textile community of Kannapolis and was only 8 when his father died, leaving his family thousands of dollars in debt as result of a failed business venture. As he and his mother struggled, Shinn saw his father's gas station, some real estate and the family car sold. With some maneuvering, his mother was able to hold on to their home but Shinn held a variety of odd jobs to help out through school.

Soon after high school, he went to work in a textile mill until back problems forced him to quit his job lugging heavy bolts of fabric. Quitting that job was a blow, he said, because he had only a high school diploma and no real job training. But at a friend's suggestion, Shinn applied for a job selling life insurance, only to be told he had "no sales abilities."

Hoping to gain some useful training, he entered a business college, later became the school's part-time janitor (to help finance his tuition) and, almost by accident, wound up as the institution's recruiter.

Even before he officially became the recruiter, Shinn succeeded at his first sales try without really intending to do anything special. One Saturday morning he was cleaning up when two prospective students stopped by. He gave them a tour of the school, added a sales talk on its merits and on Monday morning handed the school's director two applications and checks.

The experience eventually led him into student recruitment for pay at the school, Evans Business College in Concord, and he subsequently bought into the chain that owned Evans and focused his enthusiasm on revamping its image and status.

Shinn says entering the college and then getting heavily involved in it turned his life around because he "finally got motivated to do something."

Still, it appeared all his zeal might be channeled in a losing venture in the early 1970s when Shinn found his schools faced bills they couldn't pay. Business consultants he hired told him to declare bankruptcy. And one even said, "George, you don't have a prayer of pulling this thing out."

Shinn says he remembered those words as he drove home one day. He pulled his car to the side of a highway and prayed, "Help me, dear God, to build myself and my business, and I will share with you."

Shinn dates the beginning of his success to that moment. He began paying bills slowly in small chunks, sending one \$2,000



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creditor a check for \$1 with a promise to pay the rest as soon as possible.

As her personally supervised the restructuring of the schools' programs, Shinn also developed curriculum and recruitment systems and plugged into what turned out to be a financial bonanza: a virtually untapped source of enrollment, Vietnam war veterans.

Between 1973 and 1978, as part of a nationwide push for veteran enrollment, Shinn says, his schools enrolled at least 5,000 Vietnam vets. His schools were so good at attracting vets, in fact, that three of his institutions were ranked among the 10 largest business schools in the country when the Association of Independent Colleges and Schools did a survey in the early 1970s.

Other business schools sought Shinn out for advice on curriculum and recruitment and his consulting and management development company was born. Normally, the consulting company entered into a contract with a school under which Shinn and/or his staff came to the school to train others in their methods.

"Basically, we usually had a program worked out where we got students into schools and they (the schools) would pay 15 percent of gross tuition if we helped get them there," Shinn said.

But successes at veteran recruitment and the consulting business provided Shinn with resources to broaden his personal and corporate business holdings and branch out into related fields. Shinn says, "The consultant program is where my cash flow started growing and I invested in other businesses."

By the time he was 34 in 1975, Shinn had become the youngest person to win the Horatio Alger award for his "rags to riches" experiences. The honor takes its name from 19th century author Horatio Alger whose novels glorified the poverty to wealth life stories of characters who realized the American dream. About 2 of the awards are given annually.

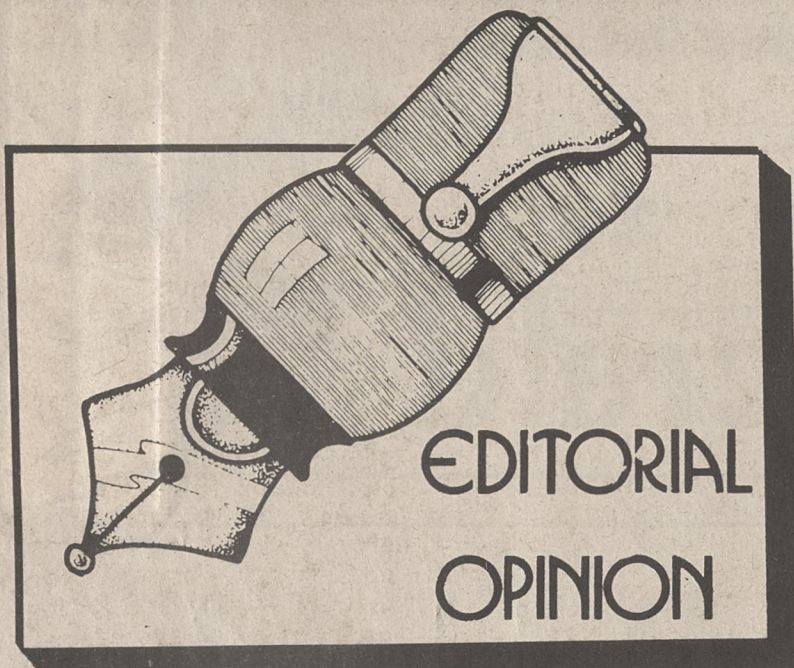
Knowing how to seek success is a key in Shinn's story. In addition to many lucrative businesses, Shinn also is a regular speaker to conventions seminars across the country, flying to them in his own MU-2 prop jet. Shinn usually speaks for a fee (about \$2,000) for large business and out-of-town civic groups, but charges nothing for talks at small colleges, churches and local civic clubs.

In a short 10 years, he has become what the trade papers call a "professional motivator," an educational and management expert whose principal training is his two-year business college degree and personal philosophy of life.

Recently, he purchased the rights to a pair of business/success courses and rewrote them into a unisex "Leadership Development" program.

Shinn summarizes his personal view of success in a magazine excerpt from his new book, "The Miracle of Motivation" when he writes, "Some see it in money, power, fame. But it's also the concept of 'reaching down,' of being able to help your fellowman. Material things you can buy and sell, but things like hope and courage and faith and knowledge are gifts you give your fellow man to pull him up. Whatever you give out to others will come back. It may take a while, but it will come back."

He uses this approach in his dealings with people and inspires loyalty in family, friends and employees.



Give To Pool Fund

As early as in the 1950's there was talk of an indoor pool for citizens of the Kings Mountain area.

That pool will no longer be a "dream" if enough citizens respond to a mammoth fund drive now underway by the Kings Mountain Indoor Pool Foundation, Inc.

A Natatorium is a vital need of the community and will provide several benefits to all age citizens and would be constructed on Phifer Road near the Kings Mountain Senior High School and readily accessible for use by the entire community, as well as for students in swimming classes and those in competitive programs.

Volunteers are now calling on residents asking pledges to be paid through a three year period toward the goal of \$750,000 for construction and this project is the biggest ever attempted by local citizens. It is the goal of Foundation volunteers that, in addition to funds required for construction, some \$250,000 might also be raised to provide an endowment, the income of which can be used for salaries and programs. Citizens are being encouraged to consider their gift in relation to a total ambition by the Foundation for \$1 million.

No one can, of course, presume to tell another how much to give.

The Herald hopes that all will give generously.

LOOKING BACK

From the June 11, 1953 edition of The Kings Mountain Herald.

Harvey L. Bumgardner, Martha Blankenship Wright, Carl Herman Mauney, Charles Donald Blanton, Jr. and William Alfred Farrington were among local students graduating from college in recent commencement exercises.

The city board of commissioners, in regular June meeting, whacked 70 cents off the city poll tax and returned to the city police force a former chief in the person of S.R. Davison.

Mr. and Mrs. M.A. Ware, Jr. announce the birth of a son, Moffatt Alexander Ware, III, Monday, June 8th, Gaston Memorial Hospital. Mrs. Ware is the former Anne Mayes.

Mrs. Harold Hunnicutt entertained members of the Ace of Clubs at the Country Club Thursday afternoon.

Kings Mountain Herald

GARLAND ATKINS
Publisher

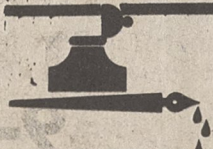
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Letters To The Editor

County Kidney Patients Need Help To Save Their Lives

Dear Friends,

Cleveland County is facing a terrible dilemma: we have twenty-one fellow citizens in our county whose lives are on the line. Are we going to stand idly by and watch it happen? These persons are on kidney dialysis machines — they must go to a facility in Lowell, N.C. two to three times a week for four to six hours per day....just to live.

It's bad enough to have to live on dialysis without having to travel those miles being sick all the way there and back. For those of us who are blessed enough not to have to go through this, it's sometimes hard to realize just what these people have to endure.

Think for a minute about what else they go through every day of their lives. It's waking up every single morning, and gagging or vomiting. They never feel truly good. It's more like surviving rather than living. And then....to have to drive or ride in excessive heat or cold all the way to Lowell and back.

A healthy person would find this depressing and sickening, much less someone who is on the fine line of life and death. How much can these people take?

These persons cannot fight this battle alone — they need a center here in this county. We have to help them. We have to aid them in their FIGHT FOR LIFE.

There is a way — call I.O. Wilkerson (919) 733-2342 or Phil Kirk (919) 733-4534. Tell them how much this center means to the people of this county. Make them know we want our people to live.

Cleveland County has the second highest incidence of kidney disease in N.C. and N.C. is the second highest state. That means practically everyone in our county has a high potential of being stricken with renal disease/failure. Can we afford not to help?

PLEASE.....CALL THESE NUMBERS.....SAVE LIVES.
May God bless You.

RENEE LEDFORD

Spinal Help Available

Dear Editor,

I wrote you last year regarding a worthwhile organization, SPINAL CORD SOCIETY (SCS), however, for public awareness, please print the following letter since I feel there are many we have not reached and, too, new injuries have occurred since that time.

This is a non-profit International organization that is moving fast towards its goal of CURE for paralysis due to spinal cord injury. SCS opened a SPINAL CENTER at the University of Minnesota Hospitals and Clinics, Minneapolis, Minnesota, November 20, 1984. It is the first and only one in the world specializing in advanced treatment for chronic spinal cord injury and related neural problems (MS, stroke, palsy, head injury, spina bifida, etc.). The new SPINAL CENTER is very successful and with new research in various locations, we are excited and have high hopes that it will be beneficial to the many chronic spinal cord injured victims and those with other neural related problems who have suffered and been handicapped for so many years. The CENTER program is the beginning of the end of lifetime paralysis.

Several cure research conferences have been held and the 1985 International Convention in which there will be at least nineteen (19) research participants will be held in Minneapolis, Minnesota, September 19-20, 1985, in the new Radisson University Hotel which is across the street from the SPINAL CENTER.

I feel we have many people who are either a victim, have a relative, a friend, or are just plain interested that may not be aware of this very worthwhile organization. I believe the paralyzed need to know of the advances being made in cure research. If you fall in this category, please write Spinal Cord Society, P.O. Box 69, Minneapolis, Minnesota 55445. Also, they have a toll free number, 1-800-328-8253.

Thank you sincerely for printing this letter.

Sincerely,
Mrs. Calvin W. Howard, President
Piedmont Chapter

A Fine Citizen

Dear Editor:

Kings Mountain has lost a very fine citizen. Orangrel Jolly was a most devout Christian, helping any and everyone that was in need of help of any kind.

To hear her pray made you feel as if God was holding her hand, which he was. She spoke as if he was looking her right in the eyes. To be in her presence when she prayed lifted those to whom she was praying with as though they had had met an angel and was very near to heaven. Her prayers, as well as her love, meant so much to me.

Orangrel lived her life daily as if each day was her last day on this earth.

She supported her church faithfully in every way. The love she had for her church was one to be admired. She taught me so much through love and kindness.

I only had the privilege of knowing her for a little more than five years but I thank God for having let me share the love and goodness of such a fine person, even though such a short time. We shared a lot together that shall linger in my heart as long as I live.

Needless to say I miss my friend so very much, but heaven is more beautiful now than ever because she is walking on the streets of gold, where there is no heartache or sorrow. We must remember God giveth and God taketh away. Some great day if we follow God's commands we will meet all our loved ones in Heaven.

BETRIS D. WIESNER