

2002

**Winter Commencement Address, "IN THE RIGHT PLACE AT THE
RIGHT TIME?", STEVEN D. WILD, DECEMBER 15, 2002**

Eastern Michigan University

IN THE RIGHT PLACE AT THE RIGHT TIME?

EASTERN MICHIGAN UNIVERSITY

COMMENCEMENT ADDRESS

STEVEN D. WILD

DECEMBER 15, 2002

VIDEO VERSION

(SLOW...INTIMATE..FROM THE HEART..!!!!)

THANK YOU, GARY...

AND THANK YOU PRESIDENT KIRKPATRICK...

MEMBERS OF THE BOARD OF REGENTS...

UNIVERSITY OFFICIALS...FACULTY...

PARENTS...GRANDPARENTS...FAMILY

..AND YOU...THE GRADUATES.....

I CAN'T TELL YOU WHAT AN HONOR AND PRIVILEGE IT IS
FOR ME TO BE HERE TODAY AS YOUR COMMENCEMENT
SPEAKER.

(PAUSE)

THE INVITATION FROM PRESIDENT KIRKPATRICK
WAS....WELL..IT WAS A SURPRISE...AND QUITE A
DEPARTURE FROM THE FALL OF 1971....WHEN I RECEIVED
A LETTER OF INVITATION TO NOT RETURN...TO EASTERN...
FOR MY SOPHOMORE YEAR!!

“,
(PAUSE...LAUGHS??)

ALTHOUGH, IT'S BEEN THREE DECADES SINCE MY
UNDERGRAD DAYS AT EASTERN....(PAUSE)....

I CAN STILL VIVIDLY REMEMBER HOW CRAZY THOSE
TIMES WERE... BACK IN THE SEVENTIES!

WE HAD WAR IN THE FAR EAST, ECONOMIC DEPRESSION,
INFLATED GAS PRICES.....AND WE HAD OUR
OUTRAGEOUS, INFLAMMATORY MUSIC STARS *TOO!*

ALTHOUGH,...MY ...“G...G...GENERATION”... HAS MORPHED
FROM HIPPY...TO YUPPY...TO THE AARP....

OUR YEARS OF EXPERIENCE DO PROVIDE A VANTAGE
POINT TO SEE HOW MUCH THINGS HAVE CHANGED.....

AND TO ALSO RECOGNIZE THAT *SOME THINGS*....

REMAIN THE SAME!

TO SHOW YOU WHAT I MEAN...I “ENLISTED” SOME ALUM’S
AND CURRENT EMU THEATER STUDENTS...FOR WHAT WE
CALL IN THE PRESENTATION BIZ...“AN ICE-BREAKER”..

.....*I’M AFRAID THIS MAY BE REMEMBERED AS ...*

“A CAREER-BREAKER!!

ROLL TAPE GUYS

(PLAY PRE-PRODUCED MUSIC VIDEO)

(FEATURED ALUMNI - LES RABEL)

**WE HAD POLITICAL UNREST,
PROTESTED VIET NAM,**

(STUDENT RAPPERS)

**NOW WE'VE GOT THE ZEALOTS,
IN IRAQ & THE TALIBAN.**

(FEATURED ALUMNI - GARY MIKOLA)

**GAS WAS SCARCE AND RATIONED,
INFLATION HAD ITS TROUBLES,**

(STUDENT RAPPERS)

**NOW WE JUST INHERITED,
A "BURSTED TECHNO BUBBLE."**

(FEATURED ALUMNI - BOB WEST)

**WE HAD OUR WATERGATE,
AND A PREZ CALLED "TRICKY DICK,"**

(STUDENT RAPPERS)

**CLINTON'S IMPEACHMENT PROCESS,
MADE THE ENTIRE NATION SICK.**

(FEATURED ALUMNI - JO ALLISON FLOYD)

BACK IN THE DAY, WE 'CONNECTED,'

IN A BAR DOWN FROM THE TOWER,

(STUDENT RAPPERS)

WE DON'T HAVE TO BE ISOLATED

TO USE INTERNET CELL PHONE POWER.

(FEATURED ALUMNI - GEORGE BOURNIAS)

ZAPPA, MORRISON AND THE MC5,

JIMMY HENDRIX, DON'T FORGET ABOUT HIM,"

(STUDENT RAPPERS)

GUESS YOUR TIMES WEREN'T DIFFERENT,

THAN "8 MILE" AND EMINEM!

(BRIEF CUTS OF ALUMNI, STUDENTS, VARIOUS

ADMIN...& STEVE)

WORD!

(BACK LIVE ON STAGE)

I KNOW, I KNOW...IT WASN'T EXACTLY WEST SIDE STORY
...AND I AGREE...NO ONE OVER 30 SHOULD EVER RAP!

AND PRESIDENT KIRKPATRICK...YOU MIGHT THINK TWICE
BEFORE EVER ASKING ANOTHER FORMER THEATER
STUDENT TO SPEAK AT COMMENCEMENT!

IN ALL SERIOUSNESS NOW...MY POINT IS, THE
EXPERIENCES THAT YOU ENCOUNTER MAY LIKELY
PARALLEL OURS.

YOU WILL MAKE MISTAKES. YOU WILL FACE ADVERSITY.
YOU WILL LEARN SOME THINGS THE HARD WAY.

BUT YOU HAVE ONE THING GOING FOR YOU AS NEW EMU
GRADS.....YOU HAVE THE INTELLECTUAL SKILLS AND
EXPERIENCE NECESSARY TO SUCCEED.....(PAUSE)

WE'RE HERE TODAY TO RECOGNIZE YOU FOR A GREAT
ACCOMPLISHMENT. YOU HAVE FINISHED YOUR STUDIES
AND GAINED IMPORTANT SKILLS.

WHICH AMONG THEM WILL HELP YOU THE MOST?????????

PRESIDENT KIRKPATRICK INVITED ME HERE TO HELP ANSWER THAT...BY DEMONSTRATING WHAT HAPPENS WHEN A TYPICAL GRADUATE LEAVES TO ENCOUNTER THE UNCERTAINTY OF THE FUTURE....WITH SKILLS LEARNED HERE AT EASTERN.

SKILLS LIKE...*PERSEVERANCE...PATIENCE....*
AND "MASTERING" THE LEARNING PROCESS.

I HOPE YOU WILL FIND SOME INSPIRATION IN MY REMARKS AS I PROCEED WITH A...*"STEPHEN COVEY-LIKE CONCEPT"* AND RELATE *"7 STEPS"* THAT I ENCOUNTERED WHILE....*"BEING IN THE RIGHT PLACE AT THE RIGHT TIME"*

STEP #1 - DISCOVER YOUR PASSION

AS YOU MAY HAVE GUESSED.....I MADE A CRITICAL ERROR IN JUDGEMENT AS A FRESHMAN.

DURING A 5 CREDIT HOUR FRENCH CLASS, I BECAME MORE INTERESTED IN THE GIRL SITTING NEXT TO ME THAN CONJUGATING VERBS.

I HAD EXCUSES...IT WAS *EASY* TO BE DISTRACTED IN 1970!...AFTER ALL...IT WAS TIME TO ***“TUNE IN, TURN ON AND DROP OUT!”***

WHEN GRADES CAME...I GOT AN “E” IN FRENCH.....*C’EST DAMAGE!!*

QUICKLY THEREAFTER,...*“THAT LETTER”* ARRIVED ... YOU REMEMBER... *THE INVITATION*..STRONGLY SUGGESTING I DO SOMETHING *ELSE* WITH MY LIFE !!!

SO...FOR FALL SEMESTER...I *“ENROLLED”* OVER AT... *THE SALINE FORD PLANT*...FOR SOME PRACTICAL EDUCATION! STRICTLY NIGHT CLASSES....WELL, ACTUALLY, I THINK THEY CALLED IT...“MIDNIGHT SHIFT”!!

THAT WAS A ROUGH TIME, BUT IT WAS ALSO THE SAME YEAR I LEARNED ABOUT “DISCOVERING PASSION AND PURSUING DREAMS!”

NO, NOT THE KIND OF PASSION I HAD IN FRENCH CLASS...IT’S THE KIND OF PASSION THAT CREATES CAREERS!

I FOUND MINE THAT FRESHMAN YEAR WHEN I ENTERED THE BROADCAST STUDIO IN QUIRK FOR THE FIRST TIME. IT WAS "INTRODUCTION TO RADIO & TELEVISION"...AND AFTER JUST A FEW WEEKS...*I WAS HOOKED.*

THERE WERE ALL THE ESSENTIALS TO EXCITE ME; PERFORMANCE...ELECTRONICS, JUST LIKE IN ROCK N' ROLL...AND GREAT CREATIVE EXPANSE.

YEA...I WAS "*TUNED IN!*" I FOUND SOMETHING THAT GOT ME *REALLY....."TURNED ON!"* BUT, NOW..UNFORTUNATELY ...I WAS "*DROPPED OUT*"...OF SCHOOL!

STEP #2 - RECOGNIZE OPPORTUNITY

ONE AFTERNOON, I WAS HANGING WITH SOME FRIENDS AT THE LOCAL GAS STATION...JUST WAITING FOR MY "FORD CLASS" TO START...WHEN THE PROGRAM DIRECTOR FROM WNRZ RADIO DROVE IN.

WNRZ WAS HOT...IT WAS ONE OF THE MOST PROGRESSIVE UNDERGROUND ROCK STATIONS IN THE NATION.....

TINY HUGHES, THE PROGRAM DIRECTOR, SPOTTED MY VAN AND ASKED IF I WOULD PICK UP SOME BOXES FROM "U P S" IN EXCHANGE FOR SOME ALBUMS AND A TOUR OF THE STATION.

COULD THIS BE MY BREAK INTO BROADCASTING AND OUT OF THE FORD PLANT??

WHILE ON THE STATION TOUR, I MENTIONED MY RADIO COURSE AT EASTERN, AND ASKED...."HOW WOULD SOMEONE GET A JOB *HERE?*"

LOOKING TO PUT ME OFF, TINY SAID...."WELL..YOU NEED AN FCC LICENSE! NOW, YOU GET ONE...AND COME BACK AND SEE ME SOMEDAY, O.K. SON?"

THREE DAYS LATER...I RETURNED AND PROUDLY DISPLAYED MY "FCC 3RD CLASS LICENSE"... AND THEN SOMETHING TOTALLY UNEXPECTED HAPPENED.

TINY SAID, "O.K. KID, I'M SHORT A JOCK...YOU CAN TAKE THE SUNDAY SHOW."

I WAS OVERWHELMED...AND, I BELIEVE..THIS WAS THE VERY FIRST TIME I HEARD THESE WORDS FROM MY FRIENDS AND FAMILY... ***“WOW, STEVE.... YOU SURE WERE LUCKY TO BE IN THE RIGHT PLACE AT THE RIGHT TIME!”***

NOW, I KNEW NOTHING ABOUT HOW TO REALLY “DO” A SHOW...AND CAME TO THE STATION SEVERAL NIGHTS TO TRY AND LEARN SOMETHING FROM.....

“LARRY ROCK, YOUR MIDNIGHT JOCK”.

WELL, IT HELPED A LITTLE, BUT NOT ENOUGH...I WAS AWFUL!

AND IT WASN'T MANY SUNDAYS LATER, WHEN I ARRIVED AT THE STATION TO BE GREETED WITH THESE WORDS....

“SON...SOMEBODY ELSE IS DOING YOUR SHOW THIS WEEK...AND...EVERY OTHER WEEK FROM NOW ON AS WELL.”

IT WAS NOW *VERY CLEAR*....I WASN'T *CUT OUT* TO BE A DISC JOCKEY....BUT I DID DISCOVER SOMETHING OF GREATER AND MORE PERMANENT VALUE.

I WAS ABLE TO *RECOGNIZE OPPORTUNITY AND PURSUE IT!*

STEP#3 - CONTINUE TO LEARN

AFTER A WEEK, I VISITED MY "REPLACEMENT."

JIM CARR, AS IT TURNED OUT, WAS A RECENT EASTERN GRAD...AND BETWEEN HIS ON-AIR BITS, HE GAVE ME SOME ADVICE AND ASSISTANCE.

HE OFFERED TO SET ME UP HIS MENTOR AT EASTERN, ...'DR. JOE.'... "YOU GO SEE 'DR. JOE' MISCIWICZ....HE'S GREAT...I THINK HE CAN HELP GET YOU BACK INTO EASTERN...AND I'LL TRY TO GET YOU ANOTHER RADIO GIG.

I THINK KIND OF HE FELT GUILTY ABOUT DISPLACING ME...BUT, AFTER ALL..HE EARNED IT..AND HE HAD A DEGREE FROM EASTERN. HE WAS *PREPARED*.....

NOT LONG AFTER, I WAS TAKING CLASSES FROM MY NEW MENTORS!

.....MISCIWICZ...ALDRIDGE...EVANS...COMPTON...SWISHER

YEP....FINALLY....BACK IN QUIRK BUILDING ...WITH A NEW AREA OF CONCENTRATION FOR MY MAJOR....RADIO & TELEVISION!

AND...ALSO..THANKS TO JIM CARR....I WAS WORKING AT A SMALL DETROIT AREA RADIO STATION.

NO...NOT ON-AIR TALENT...*THOSE DAYS WERE OVER....MY RESPONSIBILITY WAS OPERATING THE CONTROLS WHILE THE "REAL" TALENT WAS... "BROADCASTING "LIVE"...FROM WONDERFUL..WONDERLAND MALL."*

AFTER A SHORT WHILE, MY BOSS, JIM HUZAR, LEFT TO JOIN ONE OF DETROIT'S "TOP 10" STATIONS. THERE, JIM CHANGED HIS LAST NAME TO HARPER....

GEE..I THOUGH HE WAS GOING TO DO THE MORNING SHOW...LITTLE DID I KNOW...HE WAS GOING TO BE HAVING BREAKFAST WITH HALF OF DETROIT !!!

AND...AS ONE DOOR CLOSES...ANOTHER ONE OPENS ..WITH JIM GONE...I BECAME THE *NEW* PROGRAM DIRECTOR!

THEN..UNEXPECTEDLY...THE STATION CHANGED FORMATS...WE WERE NOW... "W I I D - THE WIDE WORLD OF ..??ETHNIC PROGRAMMING??"

IT WAS ACTUALLY A LOT OF FUN AND A CHALLENGE BROADCASTING LIVE EACH WEEKEND FROM THE ETHNIC FESTIVALS IN HART PLAZA...AND PRODUCING 28 DIFFERENT FOREIGN LANGUAGE SHOWS.

AND THEN...I HEARD IT AGAIN.....*PROGRAM DIRECTOR!!*
"WOW, STEVE...YOU SURE WERE LUCKY TO BE IN THE RIGHT PLACE AT THE RIGHT TIME!"

THANKFUL FOR MY *LUCK*...I WAS EVEN MORE COMMITTED TO MAKING THE MOST OF MY OPPORTUNITY BACK AT EASTERN.

STEP #4 - BE PATIENT

MY FURTHER UNDERGRADUATE STUDIES BROUGHT ME TO THE REALIZATION THAT SOUND WITHOUT PICTURES WAS...*BORING*.

AND AS I CONTINUED TO STUDY HARD...I GAINED SOME
PERSPECTIVE FROM MY PROFESSORS:

DR. SWISHER TOLD ME..."MR. WILD...YOU HAVE A
REMARKABLE VOICE.....*FOR SILENT PICTURES.*"

BUT, DR. JOE, REASSURED ME WITH THIS VALUABLE
ADVICE..."*HEY WILD,..HAVE YOU EVER HEARD OF*
BUSINESS TELEVISION...IT'S A NEW THING WHERE
COMPANIES ARE USING TV TO COMMUNICATE WITH
CUSTOMERS AND TRAIN EMPLOYEES...YOU SHOULD
CHECK IT OUT !!"

WITH SCHOOL OVER...SO WERE MY RADIO DAYS...
AND, DR. ALDRIDGE LINED ME UP WITH SOME OF HIS
FRIENDS AT THE U OF M MEDIA CENTER, WHERE I BEGAN
AN INTERNSHIP.

AT THE SAME TIME, I ENTERED GRAD SCHOOL AT
EASTERN. AND DR. EVANS BECAME MY ADVISOR....
AND,.. INSPIRATIONAL "GURU"GARY, PROVIDED ME
GUIDANCE AND ASSISTANCE CRITICAL FOR MY TOTAL
PROFESSIONAL PREPARATION!

I WAS BASICALLY WORKING FOR FREE ON MY INTERNSHIP...BUT GAINING VALUABLE EXPERIENCE..... HOWEVER, I SOON FOUND WORKING FOR FREE...GREATLY REDUCES YOUR DISCRETIONARY SPENDING....AND DIET!

WELL...I THINK PRESIDENT KIRKPATRICK WILL APPRECIATE THIS NEXT PART...

STEP # 5 - MAKE A PLAN

KNOWING, "*NEAR STARVATION*"...COULDN'T GO ON FOR EVER...I MADE MY FIRST..... "***STRATEGIC PLAN.***"

MY PLANS' PREMISE...WAS AN INTENSE COMMITMENT TO SECURE A POSITION IN TELEVISION OR FILM...EARN ENOUGH MONEY TO SUPPORT MYSELF AND BEGIN...A "*CAREER.*"

I WOULD FOCUS *ALL* OF MY ENERGY....*ADAPT TO CHANGE*.....*PERSEVERE!!*

FORTUNATELY..IT DIDN'T TAKE TOO LONG BEFORE I WAS HIRED INTO AN ENTRY LEVEL JOB AT A SMALL VIDEO PRODUCTION COMPANY...*AND TO BEGIN EATING BETTER!!!*

SO....I'M FINALLY ABLE TO SUPPORT MYSELF, AND WHAT DID MY FRIENDS AND FAMILY SAY?? RIGHT....

“WOW, STEVE...YOU SURE WERE LUCKY TO BE IN THE RIGHT PLACE AT THE RIGHT TIME!”

MAGNETIC VIDEO CORPORATION WAS ACTUALLY MORE OF AN AUDIO DUPLICATION BUSINESS THAN VIDEO PRODUCTION COMPANY.

IN THE EARLY 1970'S, ANDRE BLAY, THE COMPANY'S PRESIDENT, BEGAN MANUFACTURING ~~AND DISTRIBUTING~~ PUBLIC DOMAIN AND NON MAJOR LABEL MUSIC ARTISTS ON A NEW AUDIO TAPE FORMAT....8 TRACK TAPES!!

IF YOU GRADUATES WANT TO SEE ONE....I THINK THERE'S ONE LEFT.....*AT THE SMITHSONIAN INSTITUTE !!*

AUDIO DUPLICATION WAS LIKE THE “WILD WEST,”AND MAG VIDEO PROSPERED FROM SEVERAL COPYRIGHT LOOPHOLES.....ANYONE THINKING, “NAPSTER?”

AFTER A RETAIL SLOWDOWN IN THE MID 70'S NEARLY TANKED THE COMPANY...ANDRE, APPLIED THE SAME MARKETING CONCEPT TO A NEW TECHNOLOGY JUST RELEASED BY SONY,....THE BETA-MAX...HOME VIDEO CASSETTE RECORDER!ALSO ON DISPLAY AT THE SMITHSONIAN !!

NOW...MOST PEOPLE ARE *COMPLETELY UNAWARE* THAT THE HOME VIDEO INDUSTRY *ORIGINATED* IN MICHIGAN. AND ANDRE, WENT FROM COPYRIGHT "*PIRATE*", TO HOME VIDEO "*PIONEER*"....NEARLY OVERNIGHT!

OUR INITIAL RELEASES, WERE FEATURE FILMS FROM TWENTIETH-CENTURY FOX...AND BASED ON THE IMMEDIATE SUCCESS...FOX QUICKLY PURCHASED MAGNETIC VIDEO.

OVER THE NEXT FOUR YEARS WE GREW FROM 25 EMPLOYEES IN DETROIT, TO A THOUSAND EMPLOYEES WORLD-WIDE...I WAS HAPPY WITH ONE NEW HIRE IN PARTICULAR...SHE BECAME MY WIFE...*TERRI!!!* .(WAVE)

IT WAS AMAZING.....I WAS OBSERVING MORE THAN THE GROWTH OF A COMPANY...THAT HAPPENS ALL THE TIME!

NO.. I WAS "SMACK-DAB" IN THE MIDDLE OF THE ***BIRTH...***
TECHNOLOGICAL REVOLUTION
OF A *MULTI-BILLION DOLLAR INDUSTRY!!* WHICH, BY THE WAY.....JUST CELEBRATED ITS 25TH ANNIVERSARY!!!!

AND AS MY EXCITEMENT GREW, SO DID MY RESPONSIBILITIES.

AND...HERE IT COMES AGAIN....THE FRIENDS AND FAMILY SAID,... HOME VIDEO !!!...***"WOW, STEVE...YOU SURE WERE LUCKY TO BE IN THE RIGHT PLACE AT THE RIGHT TIME!"***

BY 1982, FOX HOME VIDEO MERGED WITH CBS. BUT THEIR "STRATEGIC PLAN" FELL SHORT. UNLIKE RECORD COLLECTING AND WANTING "MY MTV"...PEOPLE JUST WEREN'T BUYING CBS RECODING ARTISTS ON VIDEO.

THEN AN UNFORESEEN PHENOMENA OCCURRED..
...RENTAL STORES...AND THAT CHANGED THE INDUSTRY'S ECONOMIC MODEL FOREVER.

I MEAN...WHY BUY A HUNDRED DOLLAR CASSETTE, WHEN YOU CAN RENT ONE FOR THREE BUCKS!...*AND COPY IT !!*

PRESSURE MOUNTED ON THE CBS - FOX PARTNERSHIP.

MEANWHILE...I WAS SLOWLY PLUGGING AWAY AT FINISHING MY MASTERS PROGRAM.....AND THE EXCITEMENT AT WORK BEGAN TO TURN INTO TURMOIL.

MOST OF US IN MANAGEMENT WERE SPENDING MORE TIME AND ENERGY *JUSTIFYING* OUR ROLES AND RESPONSIBILITIES....*THAN...PERFORMING OUR ROLES AND RESPONSIBILITIES!*

WHICH LED TO...

STEP # 6 - YOU GOTTA TAKE RISK TO MOVE FORWARD

IT WAS TIME FOR ME TO MOVE ON....I SUBMITTED MY RESIGNATION...*PLANNING TO SEEK A LESS STRESSFUL ENVIRONMENT....*

AND THEN I WAS STUNNED.....THEY OFFERED TO SELL ME THE TECHNICAL OPERATIONS DIVISION I MANAGED.

SO...IN 1984...WHILE THE WORLD ANTICIPATED PREDICTIONS FROM NOSTRADAMUS TO ORWELL... I FORMED GRACE & WILD STUDIOS IN PARTNERSHIP WITH A BROADCAST INVESTOR FRIEND FROM MY RADIO DAYS.

THE TRANSITION WAS SMOOTH AND IMMEDIATE....WE WERE PROFITABLE FROM THE START....THANKS TO A SUPPLY AGREEMENT WITH CBS/FOX.

AND, OF COURSE....MY FRIENDS AND FAMILY CONGRATULATED ME ON THE NEW VENTURE... *AND SAID...“WOW, STEVE... YOU SURE WERE LUCKY TO BE IN THE RIGHT PLACE AT THE RIGHT TIME!”*

BUT... WHAT SHOULD I DO NOW TO ENSURE THE FUTURE? ...HMMM,...IT'S TIME FOR ANOTHER “STRATEGIC PLAN!”

I WOULD HIRE MANAGERS WHO WERE THE TOP EXPERTS IN THEIR AREA.... DEVELOP A "STUDIO LOT" BUSINESS IN MICHIGAN PATTERNED AFTER MY EXPERIENCES AT FOX AND CBS.....EXPAND AND DIVERSIFY BY ACQUIRING OTHER BUSINESSES.

AND MOST IMPORTANTLY...REDUCE MY DEPENDENCE ON MY LARGEST CUSTOMER CBS/FOX..

GOOD THING...AS I PREDICTED CORRECTLY, THEY ENDED THEIR JOINT VENTURE BY 1991.

YES....WE'VE HAD OUR BUMPS AND BRUISES LIKE EVERY BUSINESS...AND I'M THANKFUL WE'VE BEEN SUCCESSFUL OVERALL...

BUT, WHAT LEARNING EXPERIENCES AND CHALLENGES LIE AHEAD NOW?

ARE YOU SURPRISED THAT GRACE & WILD IS TAKING RISKS?.....AFTER ALL, YOU SAW THE VIDEO...

WELL, ON A MUCH, MUCH MORE PROFESSIONAL LEVEL
..WE'RE PRODUCING TELEVISION SHOWS IN HIGH
DEFINITION, A LONG AWAITED TECHNOLOGY, THAT I
BELIEVE WILL RADICALLY CHANGE THE BROADCAST AND
FILM INDUSTRIES.

IF WE'RE RIGHT...WHAT WILL PEOPLE SAY?

YOU KNOW IT WELL ENOUGH BY KNOW.....SO, JOIN IN !!
"WOW, STEVE...YOU SURE WERE LUCKY...TO BE IN THE
RIGHT PLACE AT THE RIGHT TIME!"

(PAUSE)

WHICH BRINGS ME TO....

STEP #7 - DON'T RELY ON LUCK!!

(PAUSE)

WHAT'S THE ANSWER TO LIFE'S BIG QUESTION.....DOES IT
COME DOWN TO BEING LUCKY???.....OR IS IT SOMETHING
ELSE..???

LET ME TELL YOU...(PAUSE)...IT'S SOMETHING ELSE!

EASTERN PREPARED ME....EASTERN OPENED MY EYES TO NEW THINGS... EASTERN FORCED ME TO ACCEPT THAT CHANGE IS INEVITABLE.

AND MOST IMPORTANTLY, EASTERN TAUGHT ME TO RECOGNIZE AND PURSUE EVERY *OPPORTUNITY* WHERE I COULD LEARN..AND GAIN EXPERIENCE.

(PAUSE)

I EXPECT BY NOW YOU REALIZE.....THE UNDERLYING THEME OF THIS PRESENTATION IS REALLY....

“BEING IN THE RIGHT PLACE, AT THE RIGHT TIME, IS NOT LUCK!”

IT'S WHERE PREPARATION.....MEETS OPPORTUNITY. !!!

NOW...I DIDN'T COIN THAT PHRASE...BUT I'VE LIVED IT.

YOU WILL LEAVE HERE TODAY...AND LIVE IT TOO!

BECAUSE YOU HAVE BEEN PREPARED AT EASTERN.

AND SOME OF THE SIMPLEST SKILLS YOU TAKE
AWAY...WILL BECOME THE MOST VALUABLE....AS YOU
DISCOVER THAT SUCCESS IS MORE DEPENDENT UPON
CHARACTER AND INSIGHT...THAN THE EQUATIONS YOU'VE
LEARNED.

AND IF YOU'RE ASKED TO RETURN TO EASTERN
SOMEDAY....TO PASS ALONG YOUR EXPERIENCES IN AN
EFFORT TO ASSIST A NEW GENERATION...

YOU'LL FIND IN DOING SO...YOU'RE STILL LEARNING...STILL
TAKING RISKS...

AND STILL PURSING YOUR DREAM.....JUST LIKE ME!!!

CONGRATULATIONS....TO EACH AND EVERYONE OF YOU!
.....THANK YOU..!!!