

INTERNALIZING, CULTIVATING AND LIVING THE GOLDEN RULE

August is assigned to our 9th value of our Golden Rule, be **LOYAL**.

During August let us be **LOYAL** to all people, matters and things that deserve our **LOYALTY**.

In the Concatenation Ceremony, Gurdon says: "That point in the Star of Hoo-Hoo I represent is Loyalty, without which we cannot succeed; Loyalty to our country, to our communities, to our employees, to our employers, to our customers and, especially, to the lumber Industry.

Always come to its defense in an honest struggle for retention and expansion of its deserved place in the building material world.

In business there is nothing more powerful than the continuous cultivation of **LOYAL** customers.

A business would never stop growing if it made every customer a **LOYAL** customer. What a business that would be! A **LOYAL** person is a very valuable asset to any team, company or nation.

LOYALTY breeds predictability, and certainty. Wherever it exists, it creates growth and harmony. Without it, instability and chaos reigns.

LOYALTY to one another is paramount for a deep, long term, meaningful relationship.

Too many times do we hear bad mouthing of others that are not present. If you stay and listen, then you are no better than the one doing the badmouthing. You should be **LOYAL** and defend the one not in your presence.

Be **LOYAL** to those not in your presence and you will create good will with those that are in your presence.

The key to the 99 is the one.

It is how you treat the one under the times of pressure and stress that really reveals how you regard the many, the 99, because eventually everyone is a one.

When you wear the Hoo-Hoo pin, remain **LOYAL** to its Ethics and Golden Rule.

Wear the Hoo-Hoo pin in your heart so that it is with you every day.

Health Happiness and Long Life
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