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Perry Hill Road
Bulletin

From Riches to Ruin

One family's story... Will this be the end of the Echlessy's?

Let me tell you the story of the Echlessy family. They are a large family who have a supply business. Their father had started the business years ago and they have a wonderful family heritage. Historically, they have been a very close-knit bunch and the reason is obvious. They live together, play together, share everything, and are really each other's best friends. Add to this their common vocation and they really are connected to each other in every way.

However, the Echlessy family has been having their share of troubles lately. I think it all started when the original zeal they had over their business started to wane. The Echlessy's really believe that their product is unique and invaluable. When they took over the business they were SO excited to introduce the world to their product. They would talk about it to their friends, neighbors, other family members, even total strangers! They never experienced any inhibitions regarding this product because they KNEW there was nothing like it available ANYWHERE at ANY COST. They actually had the mindset that they were doing you a favor by telling you about this wonderful product. As they had children and those kids became aware of this remarkable product, they too would talk it up. Quite a success story!

Over time though, the family members began to feel content with their past success. They had worked hard and it had paid big dividends. They could look around and see how the business had grown and it caused them to feel a sense of pride in their father's company. Slowly, subconsciously, one by one, they began to relax their efforts of new sales, content in the knowledge that they had worked hard to get to this point. "*Time for the young pups to start pulling the line now*" was their thought process. Though they had the knowledge and experience to make the business explode, they would rather relax and bask in the glow of what they already accomplished. Little did they know, this would turn out to be their ruin. *Continued on the next page.....*

