

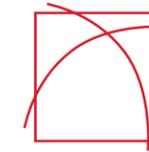
Resourceful

When starting a business, the fixed costs get paid first. Things like rent, gas, electric, phone, car payment, and insurance often mean that less-important items get set aside. Choices have to be made. I never believed in doing without. I would find a way to get the best. Maybe the car would be used, but it would be a Toyota Land Cruiser that would outlast a cheap new car. Better to buy high-quality, used, office furniture that can eventually be resold or refinished than to buy flimsy junk at a discount store. There's another thing to consider when starting a new business. Having used equipment, a modest office environment, and a low-key general outward appearance ranging from used cars to ordinary suits may send a client a subliminal message: you're not overcharging.

I like to show off the same as the next person, but I also like to stay in business and make a profit. Spend money on marketing and advertising rather than a brand new desk. Think about what brings in the business. Go to events, develop relationships, and stay in people's minds through a consistent marketing campaign.

Resourceful means more than saving pennies or eating crusts, it's about being interested in finding ways to do business more effectively, and in a few cases it might mean you should create a new business model. After twenty years of hiring, firing, and managing hundreds of employees, I decided to return to the creative side. I closed the catering business and began a consulting business with only a few support personnel. This model saved me some employee headaches, along with thousands annually in employee health care benefits, along with federal and state taxes.

Sometimes hard times hit out of nowhere. A recession, a fire, a flood—any kind of disaster can strike. When the business revenue side shrinks, a sole proprietor tends to look for soft items like a personal food budget to contract. Rather than fill up on junk food, roast a turkey with stuffing. The turkey leftovers can be made into sandwiches, creamed turkey with sautéed vegetables over rice, turkey pie, or turkey rice soup. Look for ways to do the same in business as well. One entrepreneur I know cleaned a local college dorm for the summer to stock his office with pens, paper, note pads, and copiers. It was an amazing list. He sold the clothing at a garage sale. Priceless. There are always ways to get through tough situations. They may not be the most glamorous solutions—but true survivors find a way to turn the word “poor” into “resourceful.”



Roast Turkey

It's Thanksgiving and this is your first turkey/time to host ever. So buy a turkey that's more than 20 pounds. Certainly more than 14, because anything less and you're basically buying bones. Kosher turkeys are the best because the process is the cleanest. Organic local turkeys are terrific as well. Be sure to order both early. Rinse/check both cavities and remove giblet bags. BE SURE TO TRIPLE CHECK THAT YOU TURN ON THE OVEN (number one mistake). The number two mistake is leaving the giblets in the turkey. Stuff the turkey just before putting it into the oven. Number three mistake: people poison themselves by stuffing a raw turkey the night before.

Bake at 350°, approximately 15 minutes per pound. Stick a fork into the thigh. If the juices come out clear, then that's a good way to check if the poultry/turkey is done. If raw, still bloody inside, cook more.

Creamed Turkey Leftovers:

Ingredients

- 2 cups cooked turkey
- ½ cup salted butter
- ½ cups celery
- ½ cup yellow onions
- ½ cup carrots
- ½ cup white button mushrooms
- ½ cup frozen peas
- ¼ cup chopped fresh parsley
- 2 cups white sauce (*use Mac and Cheese recipe*)

Tear turkey into small pieces and set aside. Make basic white sauce without the cheese. Steam carrots, celery, onions and sauté in butter until tender for more flavor. Add frozen peas. Bake at 350° about one hour, until brown.

Put turkey into cream sauce with vegetables and heat until bubbly hot. Simmer 30 minutes. Top with fresh parsley and serve over rice. Or: Take the creamed mixture and put in an uncooked pie crust and top with another pie crust for turkey pot pie. Bake at 350° until crust is brown.