

**Informative  
Newsworthy  
Educational**

**Industry Updates & Trends**

# The Forest Focus

Winter 2010

**Brought to you by your friends at  
Forest Products Credit by AgChoice FC**

## ***"Life Is Not a Spectator Sport, Your Participation Is Required."***



On February 26, 2010, Tom Gooch retired from Forest Products Credit by AgChoice FC after 31 years of service. During customer visits, seminars, meetings and road trips, we began to track "Goochisms," — and the list is lengthy. At first it was just a crazy phrase that we had coined. Now I realize that there is much wisdom within a "Goochism."

The "Goochism" above can be a philosophy that you use for your personal and professional life. Things do not just magically happen. Someone makes a decision and then takes action. It's much more exciting and enjoyable to be a participant in life and not just a spectator.

## ***"Get Some FIRE in Your Belly."***

Great things happen when you get enthusiastic about a project or goal. Without that drive to succeed and improve, you begin to lose focus. Decide what you want to accomplish with your life and then get after it! Repeat daily to keep the fire burning.

## ***"Eyes Front."***

Throughout life we are tempted to look in the rear view mirror. However, we need to remember that yesterday is history, tomorrow's a mystery and today is a gift. Keeping your eyes forward will lead you to great accomplishments.

## ***"Whose Responsibility Is That? Yours."***

While traveling the highway with Tom, I started complaining about a situation that I was dealing with. He let me go for a few minutes and then politely said, "Nate, whose responsibility is that"? I



Today's contributing editor:

**Nathan Meiser**

Loan Officer & Forest Products Specialist

## **The Forest Focus** Winter 2010

hesitated to answer because I knew the correct response. Mine—I was 100 percent responsible. Don't try to pass the blame. Take full responsibility and find a solution to your challenge.

## ***"What Business Are You In?"***

This may seem like an elementary question, but you need to verify the answer. Dig into your financials and determine where your cashflow is coming from. You might be surprised. Once you fully know this answer you can make better strategic decisions about where you are going with your business.

## ***"Lance the Boil."***

Occasionally you will make mistakes. That's part of life and how you make progress. However, when you recognize that something is no longer working, you need to take immediate and corrective action. The sooner you take action, the faster you can find the path that will work.

## ***"Found Money Spends."***

You earn \$1,000 vs. you are given \$1,000. When deciding how to invest the money, which one gets more examination? If you attain "found money" make sure you give it the "earned money" test.

Throughout Tom's Farm Credit career, he blazed a trail that his customers, co-workers and the forest products industry were fortunate to be part of. The next time you see Tom running the streets of Coudersport or volunteering at his church, ask him to "throw" you a "Goochism" — a guaranteed takeaway for improving your life.



**Knowing you makes the difference.™**

**Forest Products Credit by AgChoice FC offers a wide variety of loans, lines of credit, leases and timber appraisals crafted specifically for your industry. Contact the Forest Products Credit Team at (800) 327-6878 or e-mail [coudersportinfo@agchoice.com](mailto:coudersportinfo@agchoice.com) today to discuss what we can do for you.**