

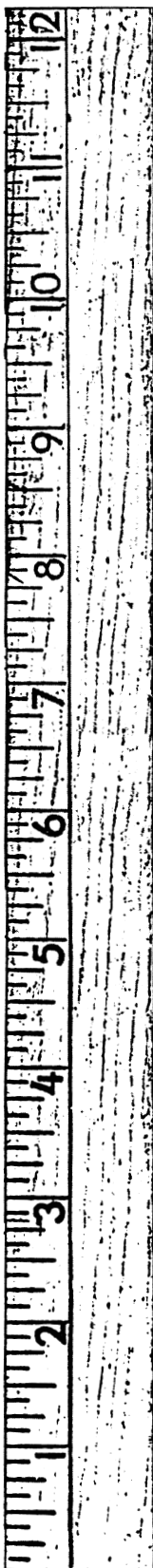
Golden Rules

Measuring Life by a Different Standard

First Quarter 2012

The Holiday Season is supposed to be a time of 'Peace on Earth, Goodwill to Men'. Families gather for elegant meals, choirs sing beautiful songs, and places of worship inspire us to *Measure Life by a Different Standard*, (in keeping with our tagline). However, the behaviors exhibited during Black Friday shopping, as well as the subsequent Christmas retail frenzy, seem to bring out the worst in people. It is our hope and prayer that you did not encounter the antics of any of these crazed shoppers.

- The shopper who set all the alarm clocks in Housewares to go off at 5 minute intervals.
- The shopper who was handling guns in the hunting department, and then asked the clerk where the antidepressants were.
- The shopper who went to the Service Desk and tried to put a bag of M&Ms on layaway.
- The shopper who hid in a clothing rack, and when people browsed through, yelled 'pick me, pick me' !!
- The shopper who reacted to the announcement over the loud speaker by assuming a fetal position and screaming, 'Oh no – it's those voices again'
- The shopper who moved a 'Caution – Wet Floor' sign to a carpeted area.
- The shopper who looked right into the security camera and used it as a mirror while he picked his nose.
- The shopper who, when asked by the clerk, *can I help you?* began crying & screamed: *why can't people just leave me alone?* EMTs were called.
- The shopper who picked up explicit books, movies and magazines and randomly put them in other people's carts when they weren't looking.
- The shopper who darted around the store suspiciously while loudly humming the 'Mission Impossible' theme.
- And finally, the shopper who went into a fitting room, shut the door, waited awhile and then yelled very loudly, 'Hey there's no toilet paper in here'



Ed Brooks + Bob Rule + Roger Rule + KathieForney

Ed Brooks + Bob Rule + Roger Rule + KathieForney =
EdBrooks@BRSearch.net BobRule@BRSearch.net RogerRule@BRSearch.net KathieForney@BRSearch.net
952 Echo Lane, Suite 312 Houston, TX 77024 713.785.0706

B+R PARTNERS, INC.

Focused + Insightful + Executive Search
www.BRsearch.net