



By: Ashley Gurney

“Optimism!”

G'day to all,
 Due to a couple of issues beyond our control we had to exclude the picture from my last article titled “Moxons big day out”. I can tell you from the level of response I have received as well as the positive outcomes from this gathering of New England Bakery professionals I could not begin to write a new article without taking the opportunity to include the picture taken on the day which celebrates a unity and comradely well worth the time to share once again to the wider Baking community. Once again congratulation to Roger Bourke from Moxons and Tony Hetherington from EOI.



**Moxons Bakery
 “Big Day Out”
 attendees**

From left to right: Joel Jenkins – Moxons Bakery, Jimmy Smith – Smiths Bakery Goondawindi, Ian Birch – EOI, Ashley Gurney – EOI, Roger Burke – Moxons Bakery, Craig Scriven – Balo Square Bakery Moree, Terry Miller – Watsons Kitchen Narrabri, Aaron Reardon – Moxons Bakery, Rob Moon – Moons Bakery Uralla, Col Stanley – Guyra Bakehouse, Tony Heatherington – EOI.

At this point I could launch into a whole new article for you... but in an effort to do this event justice I would like to make this photograph the main focus. To remain on a positive path I came across the following. This I believe speaks of a path we can all take. In the Baking industry we often bemoan the state of current ingredient pricing, industry status or competition. But I offer you the following, which can be interpreted in a few different ways, but if you choose to understand the concept of what this offers it is worth your time to consider

The optimist looks out the window and sees a beautiful sunrise. The pessimist looks out but only sees dirty spots on the window. Two men looked out through prison bars – one saw mud and one saw stars. How we see life and how we cope with life depends on attitude. Someone summed up this whole question on facing life with either a negative or positive attitude this way:

If you think you are beaten, you are.
 If you think you dare not, you wot.
 If you like to win, but you think you cant,
 It's almost certain you wot.

If you think you'll loose, you're lost.
 For out in the world we find,
 Success begins with a persons will –
 It's all in the state of mind.

If you think you're outclassed, you are
 You've got to think high to rise.
 You've got to be sure of yourself before
 You can ever win a prize.

Life's battles don't always go
 To the stronger or faster man.
 But sooner or later the person who wins
 Is the one who thinks he can.

When we are confronted by a problem, a choice, a crisis, we can respond negatively or positively. The choice is entirely up to you.

Read this, re read it and perhaps consider where your attitude is on issues in life and in your baking business? Consider if you are responding negatively or positively and make a choice

Cheers and Good Baking

“Most of the arguments to which I am party fall somewhat short of being impressive, knowing to the fact that neither I nor my opponent knows what we are talking about!”

Robert Benchley



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