

Interesting People

Seattle Sutton,
Founder of Seattle Sutton's
Healthy Eating

Interesting People

Education/Family

- Your name: Chief Seattle
- Birthplace: Gackle, North Dakota
 - Siblings
 - Father
 - Day job
 - Birthplace
 - Mother
 - Several years ago, Alida was persuaded to retire at the age of 87 from her job cooking Medicare meals for home delivery
- Grade and high school
 - Two miles each way to a one-room schoolhouse
 - Allowance of 2 cents per week
 - Carnival queen
 - Tenor saxophone
 - "O Holy Night" as a sax solo in a Christmas recital
 - Majorette and baton twirler
 - Fashion designer

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The Beginning of Seattle

- College: Why nursing?
 - Jamestown College
 - Cook County Hospital
 - Nine others from the area
- H. Kelly Sutton in residency
 - Wedding rings were ordered from a Montgomery Ward catalogue
 - Cost of \$13.98 a piece and were shipped COD
 - When arrived, we learned we had been the beneficiary of a sale, and the price had been lowered to \$9 and a few cents each
- Settled in Marseilles, Illinois.
 - Five children in seven years
 - Nurse for Kelly

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How the Business Began

- Its mission
- Rodney Juergensen
- Why Marseilles, Illinois?
 - The first location, 5,000 square feet
 - The current location, 25,000 square feet
- Small town values

"When you get up in the morning, you have a choice. You can step out of bed and choose to be miserable, and make other people miserable. Or, you can decide to be happy and make other people happy. No one makes this choice but you. It's important to make the right decision. It's unhealthy to think bad things about others, and it's healthy to think good things."

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Important People

- Most important non-family members in your life
 - Youth
 - Eighth grade teacher, Miss Englehart
 - Academic
 - Professional
- Most important learned attribute
- Passion – and what do you mean by passion? Give me an example
 - Discipline
 - A day-to-day, minute-by-minute, hour-by-hour focus
 - Eye on the ball
 - Integrity

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Your Careers

- First job
- Most important job
- Worst job
- Best job
- Passions, i.e., what "drives" you
- Youth

"After all, a girl really only needed two dresses – one for church and one for school. We wore overalls at home."

- Adult
- Professional
- How do you tie your passion into your business organization?

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Your Typical Day

- Begins
- Ends
- The location
- Can you visualize failure?
- Are you concerned about the views of others, e.g. the MBAs, the professional managers?

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Success; Disappointments

- Most gratifying
- Least gratifying
 - Sale of the business to a Harvard MBA
- Trade offs
 - Family
 - Personal
 - Other
- What are your "success" guidelines?
 - Be honest, patient, ambitious, and willing to work more than 9 to 5
 - Be fair to the people with whom you work
 - Have a positive attitude
 - Pay attention to detail
 - Return telephone calls promptly

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Observations

- Listen to other people's viewpoint
- Avoid arguments and grudges
- Forgive and forget minor infractions
- Do as much as you can as far in advance as possible
- Keep accurate, well-organized notes
- Delegate as much as practical
- Share profit fairly
- Resist the temptations of greed
- Do better than expected
- Show respect to all
- Appreciate your job

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Business Philosophy

- Your business background
 - Accounting
 - Finance
 - Human resources
 - Advertising