

## QUICK PRINTING

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# Remember The Future

Staff Writers

As the newest QP columnist, I'm still getting used to the production schedule, which requires everyone to turn in their insightful ideas six weeks in advance of the magazine hitting your mailbox. This means I have to think ahead so you don't end up reading something tied to Memorial Day after you've already watched Fourth of July fireworks.

However, for this issue managing editor Karen Hall has given me a one-time pass to cross the space-time continuum. So, as I type these words, I want you to know it is 6:30 a.m. CDT on Saturday, May 26th. That's important, because today is a celebration that will only happen once. Today is John Wayne's 100th birthday.

### The Duke

There have been better actors in better roles who received better acclaim in the past century. Yet, John Wayne stands tallest—all 6'4½" of him—as a larger-than-life icon. Playing the lead role in a record 142 films, mostly Westerns and war movies, he represented American idealism. In fact, Nikita Khrushchev told him that Joseph Stalin and Mao Zedong had once ordered his assassination to deal a morale blow to America.

As a right-wing conservative, John Wayne wasn't above controversial statements, especially in the midst of Hollywood's blacklisting period. "I think those blacklisted people should have been sent over to Russia," he said. "They'd have been taken care of over there, and if the Commies ever won over here, why hell, those guys would be the first ones they'd take care of—after me." Or during Vietnam: "I've known Jane Fonda since she was a little girl. I've never agreed with a word she's said, but would give my life defending her right to say it." Somehow, in film and life, John Wayne always managed to find a way to come out of fights with his chin held high.

For me, the lasting image of John Wayne will always be as Davy Crockett in "The Alamo," which he also produced and directed. Incidentally, it came out the year I was born in Fort Worth. "This picture is America," he said. "I hope that seeing the battle of the Alamo will remind Americans that liberty and freedom don't come cheap. I guess making it has made me feel useful to my country."

I often joke that Texans ask people from other states, "What year in school did you study Texas history?" If you've spent time in the Lone Star State you know we're proud of our heritage, especially William Travis, Davy Crockett, Jim Bowie, and all the heroes who defended the Alamo for 13 days beginning February

23, 1836.

“One hundred eighty-five men killed a thousand of Santa Anna’s men before they died,” said John Wayne. “But they knew they spent their lives for the precious time Sam Houston needed.”

What General Houston needed was a few more weeks to gather troops. On April 19th, still outnumbered two to one, Houston wrote: “This morning we are in preparation to meet Santa Anna. It is the only chance for saving Texas. We are nerved for the contest, and must conquer or perish.”

Two days later, Houston’s men stormed the Mexican army during siesta time and secured Texas’ independence at the Battle of San Jacinto in a mere 18 minutes, all the while shouting, “Remember the Alamo!”

### **Imagine That!**

Remembering the past is a great motivator. Sports teams use it as a rallying cry all the time, often on their way to pulling big upsets. So, if you are able to remember the past, is it possible to remember the future?

Wow! Caught you off guard with that one, didn’t I? Pretty far out there, isn’t it? Well, stay with me for a few more paragraphs, because I truly believe you have the power to remember your future—to become exactly what you desire.

And guess what? John Wayne agreed: “When I started, I knew I was no actor and I went to work on this Wayne thing. It was as deliberate a projection as you’ll ever see. I figured I needed a gimmick, so I dreamed up the drawl, the squint, and a way of moving meant to suggest that I wasn’t looking for trouble, but would just as soon throw a bottle at your head as not.”

So, John Wayne made up the whole “Wayne thing.” Just invented the Duke in his mind and played it for, oh, 50 years. Imagine! Actually, that’s exactly what John Wayne did. He imagined the future. He envisioned the future. He remembered the future.

To remember the future is to create your character. To determine the role you want to play. To connect with the vision for your life. People do it all the time.

### **Dream Time**

In 1966, Lou Holtz made a list of 107 things he wanted to accomplish including coach at Notre Dame and meet the Pope. He did those, and currently has 102 goals down and five remaining.

In 1995, my wife and I heard a keynote speaker share that he and his writing partner covered the wall of their office with sticky notes of the 100 book titles they would publish. They had one book released at the time. I leaned over to her and said, “This guy’s dreaming.”

Well, he was. His name is Mark Victor Hansen and his partner is Jack Canfield. In 2006, they passed the century mark in their “Chicken Soup for the Soul” series.

It is possible to remember the future. You just have to allow yourself to dream vividly. Dream the life you want. Dream the quick printing business you want. Dream the success you want.

Marion Morrison was a football player at USC who broke his leg surfing one day, lost his scholarship, and had to find a job. He dreamed up John Wayne, and look what happened.

*“There’s a lot of things great about life. But I think tomorrow is the most important thing. Comes in to us at midnight very clean. It’s perfect when it arrives and it puts itself in our hands. It hopes we’ve learned something from yesterday.”* – John Wayne

Addendum: You may have noticed in this article I went against what I learned in journalism school. It just didn’t feel right to use the stylistically correct “Wayne”

by itself after the first reference. John Wayne goes together like fireworks and the Fourth of July. Dream on, pilgrim!

*David Handler is the founder of Success Handler, LLC, and previously served as a senior executive at ICED, where the headquarters feature an exact replica of the Alamo. Since 2003, he's led clients in the quick printing industry to explore their professional and personal dreams. To remember your future, send an e-mail to [coach@successhandler.com](mailto:coach@successhandler.com) or visit [www.successhandler.com](http://www.successhandler.com)*

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