



# *This Guy Has Such Commitment!*

I know a guy who lives in the eastern part of Tennessee who, for me, is a model of commitment. For more than 30 years he has roamed the backroads in Appalachia, finding and mapping the location of dozens of old, forgotten cemeteries that are hidden by vines and weeds. Most of them are small family cemeteries that were near family homesteads. Sometimes he comes upon an old, rotting farmhouse. He battles poison ivy, mosquitoes, wandering cows and almost always snakes.

His name is Charlie. Charlie has a commitment to the history of the area he has lived in all his life. He doesn't want the stories of the tiny little farming communities that dotted Appalachia at one time lost. He doesn't want to lose the memory of the strong people who settled in the mountains and hollers of the area, who lived and worked hard to scratch out a life. Charlie decided that to honor these people he would take it upon himself to maintain every little graveyard he could find. On his own time and with his own money (sometimes people donate a little) he and his grandson spend their days cleaning up sites that



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you would never even think were there. A few days later the cemetery is cleared of brush and vines. Fences are straightened, and the broken gravestones are glued back together. Charlie takes notes and records the names, takes pictures of the old gravestones which often date from the late 1700's and early 1800's.

Over the years people heard about his work and came to him if they were looking for ancestors in the area. He eventually published a little book of his findings, which genealogists use now. Families who travel through will stop to ask him if he knows their family plot, long lost to the current family members. He often does know the location of the original family's far

Charlie had a belief that this area's history mattered. And he took that belief and turned it into an action that he could do. And he has done that now for more than 30 years. His steadfastness and commitment to what I imagine is very hard physical work (not to mention running into all sorts of snakes) is easy for me to admire. You might say he has a passion

As business owners we are often told we need to have a passion for what we do. We do need to have passion and here's why.

- Passion gives us motivation to do all the work of owning a business
- Passion eventually gives us expertise in what we do, as we learn over the years
- Passion will fuel us through disappointment and failure.

You see passion in and of itself doesn't make a business. It can be the impetus for a business, but alone it does nothing. I have a passion for people who want to control their own income and their own fate in the world. I want to help them get where they are going with the least amount of money spent and the most success. I want them to feel happy and proud of what they do. I want them to feel competent and calm and confident in their ability to own their business and actually make money from it. It's one reason I started the CEO Circle Community for women entrepreneurs. We need to have a place to practice and sharpen our business skills and decision making. To put muscle on the bones of our passion. Find out more at [confidentmarketer.com/ceo-circle](https://confidentmarketer.com/ceo-circle).

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To your sweet success,

Sue Painter

PS. If you have questions about joining my CEO Circle Community please email me and we'll talk.  
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