

FROM THE TRENCHES | BY MYRNA SISLEN

# Lasting Impressions

I don't intend to get all touchy-feely with you, but we, as dealers, could be much better off emotionally and physically if we took the time to consider the small miracles that occur every day in our businesses — remarkable things that we may not even be noticing.

In my case, the overlooked miracle involved a young man named Zachary Lynch. Zachary started taking voice lessons at Middle C Music in 2006 when he was 15 years old. His mother, Laurel Bergold, had been searching for some way to reach her autistic son Zachary. The Washington, D.C. school system was failing him, and she couldn't find special programs that addressed his needs. Laurel was not going to give up, so she brought Zachary and his sister Miriam to study voice at Middle C Music with our instructor Esther Haynes who has a real talent for reaching special-needs students.



Zachary Lynch with his mother Laurel Bergold.

**'Sometimes it's important to take a moment and think about the impact our businesses have on people.'**

I've known Zachary well for nearly a decade. But it wasn't until Laurel's eulogy that I realized just how important Middle C Music was in his life. It was a real wake-up call: I needed to

be more aware of my customers and students in an even more personal way. Not just to say "hello," which I certainly do, but to keep a closer eye on how their lessons are going and to ask more questions.

## ENJOYING THE SMALL MIRACLES

We all know the power of music and how important it can be in people's lives. We know the effect we have — or that we hope we have — in our communities. But sometimes it's important to take a moment and think about the impact our businesses have on people like Zachary. I can assure you that Zachary's experience is not unique.

This isn't about sales or marketing or margins; it's about us taking a step back to observe what is happening on an individual level in our stores every day. We get so caught up in the day-to-day running of our business that we don't look at the individual benefits that our business brings about. If we take the time to enjoy those miracles, even briefly, we will be even more energized to run fabulously successful businesses.

Zachary still comes to Middle C every week for his voice lessons, now with his father, Jack. **MI**

Myrna Sislen owns and operates Middle C Music in Washington, D.C.