

Ground Covers Unlimited 2011



Goldilocks and the Three Bears

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LANDSCAPING



Everyone thinks of Goldilocks as a feel-good children's story with a hint of political correctness. What is fascinating about history is that sometimes, new details come to light that tell us how stories came into being. And so it is with the story of Goldilocks and the Three (Landscaping) Bears. Once thought of as a fictional character, scholarly research has recently pieced together evidence that Goldilocks was indeed a real person. Although it isn't clear when she was born, it seems as if she was a product of a family tree that was equal parts Moorish on one side and Venetian on the other. The earliest evidence of her shows up on travel brochures from 1493 under the name of Gold & Locks Travel. It appears she saw potential in New World cruises but ultimately there just weren't accommodations at the other end. Further evidence has pointed to the fact that she was from a wealthy family and had received the best of education.

Her classmates had included Da Vinci (Lenny to his friends), Mike Angelo and Henry VIII when he was still a prince working in his uncle's sausage factory. It seems as if Goldie and friends had all gone on spring break together and things got out of hand. Her parents were understandably upset and forbid her to hang around with society types. They said, "Goldie, you need to settle down and find an honest way to earn a living."

A long walk in the woods to reflect on her parents' advice ended up at the house where the three bears lived. She didn't mean any harm, she was just curious. What followed was a soul-searching discussion about life, parents and careers. The bears were also looking for a career change and so the decision was made to join together and create the first landscape maintenance company, with Goldie in charge of sales

and PR. The porridge thing was a minor detail blown out of proportion when it hit the local papers.

The business was a success and in later years, Goldie was the focus of many business case studies, which coined the phrase "The Goldilocks Principle". In her senior years she even wrote a book, *Business Success for the Middle Ages*. As it turned out, her book prompted Dale Carnegie to write *How to Win Friends and Influence Others*.

The research reconfirms the lesson of Goldilocks: not too much or too little, not too big or too small; there is a just-right solution for every situation.

Sincerely,

Ted, Sandy and Melissa Spearing





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