

## What Goes Around Comes Around

We still don't know what it is. It just happened. One day I felt great, the next day I felt like I had been hit by a truck. More precisely, like I had been tackled by an NFL linebacker.

My PA didn't know. My endocrinologist had a hunch but couldn't be certain. Same with the neurologist and the ENT.

All I knew was that my blood pressure was erratic and my eyes hurt. So I self-diagnosed, (panicked is a more accurate description) late on a Friday afternoon and called my eye guy, fully expecting to have my call picked up by an answering machine. I was right, gone for the weekend. As instructed, I left a message, prepared to spend the next two days hoping the angel would kiss me, and I would be healed.

In a matter of seconds, my cell rang. "This is Benny Pena. Tell me what's going on with your eyes."

I explained the situation, apologized for calling after hours, and immediately began feeling better for having had the chance to talk with someone who had my best interests at heart.

Benny Pena is a former military air traffic controller turned optometrist... life takes such unexpected turns. Benny (Dr. Pena) and I had talked about airplanes and flying ever since he purchased the practice from my former eye doctor and friend, Dr. Stan Kremp. Stan is a pilot so the conversations about flying continued without interruption from doc to doc.

When we first published *Positively Outrageous Service*, Dr. Kremp was one of the early adopters. He read about *POS* in an article and instantly decided that *POS* was a perfect fit for his style of medicine. When he called our 800 number, we were both surprised to discover that our offices were but a few miles apart.

We offered to deliver six copies of the book and, since we were new in town, decided that Stan would be our eye guy so we could literally get a taste of our own *POS* medicine.

That was years ago. It's Friday night and I'm on the phone with the new guy who really didn't know me as well as Stan had over the years.

"Can you meet me at the shop in about 15 minutes?"

"Well, sure! Are you sure you want to do that?"

"I think we'll both feel better."

You can guess how the next hour unwound; a thorough exam that, thankfully, showed that whatever the problem was, at least my eyes were healthy and not involved.

We offered our VISA card and were told, "We'll let you know if there are any charges. In the meantime, enjoy your weekend. If you are feeling okay, stop by the Notre Dame festival. I'm the chairman this year and it starts... in an hour!"

Buns and I decided to show up Sunday afternoon at the festival where we ran into Dr. Pena, who was assisting with the fund-raising auction.

"Benny! Thank-you, thank-you for seeing me after hours last Friday. We never talked about it, but I have a name for that kind of service. I call it *Positively Outrageous Service*. Have you heard of it?"

Dr. Pena finished the story: "When I bought the practice from Dr. Kremp, it came with a copy of your book!"

Music to my ears!