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## Open door

Richard C. Stratford

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RICHARD C. STRATFORD

RICHARD C. STRATFORD became partner in charge of the Los Angeles Office on September 1. He was born in Logan, Utah and has a B.S. degree from Utah State College. Mr. Stratford became a partner in TRB&S when Stratford, Hanson & Company in Portland merged with our firm in 1956. He is a member of the Board of Trustees of Multnomah College and is active in the Church of Jesus Christ of Latter Day Saints (Mormon). Mr. and Mrs. Stratford have five children.



## THE OPEN DOOR

As one writer so aptly put it, "Service is the rent we pay for the space we occupy while on earth."

This concept is fundamental in building a professional career. Each one seeking success must begin a program of service. The following are basic suggestions for the development of this phase of a successful professional career:

*First*—Husband and wife must be considered a team in this development. From them must radiate sincerity and friendliness that will mark them for unusual people in the community.

*Second*—There must be an unselfish desire on the part of the wife to sustain her husband and accept some of the inconveniences of the profession.

*Third*—The team should reach out to cultivate friends. This can be accomplished through membership in professional, church, school alumni, civic and service organizations.

*Fourth*—Wives can open doors to husbands through the PTA and other service groups. This should complement the husband's activities.

*Fifth*—This desire to broaden friendships must be genuine and initiated by a basic desire to render service and help others.

*Sixth*—The family time devoted to these projects should be planned the same as financial funds are budgeted. Definite short and long-range goals should be programmed and specific plans made for their accomplishment.

Anyone of our staff having the desire to become a well-rounded professional man can successfully build a broad and influential circle of friends. Again, the motivation is one of service. As the son of David wrote in Ecclesiastes, the results will be sure. "Cast thy bread upon the waters; for thou shalt find it after many days."

*Richard W. Strayford*