



## **The Courage to Fight and the Passion to Succeed**

By AJ Rich

Anthony Rich was born in DePue, IL in 1917. He started a technology firm, RICH Inc, in 1949. From his youth he had a passion for electronics, specifically HAM radio. This would serve him well in the business world. By the 1960's RICH had become one of the nation's most respected systems integration companies.

In the 1970's RICH entered the market of trading room information systems. By the mid-1980's the company had automated most of Wall Street, most notably several firms in the World Trade Center. In 1986 the famed Reuter's News acquired the company. In his wildest dreams, particularly early in business, Tony never expected this level success.

Tony passed away in December of 2012. It was decided by his family that his notes and thoughts on business and life should be captured for posterity and family history. They were compiled and written by his Grand-daughter Kay Upham. Tony lived each of one of these pearls of wisdom, such that his last act was the building of a Church, St. Katherine's in Sugar Grove.

He died a millionaire several hundred times over, yet his wisdom is the "the true wealth of Tony":

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The winds of grace (opportunity) are always blowing but you have to raise the sail to move forward.

*WGVC/*

Quality begins and ends with customer satisfaction.

*WGVC/*

Always keep your face to the wind. Keep learning and being innovative.

*WGVC/*

The exchange of electronic information within a company will become its communication backbone.

*WGVC/*

Always aim for trouble free performance in the customer application.

*WGVC/*

Don't sell features – sell benefits

*WGVC/*

Our clients' standards of acceptable performance are rising daily. They are becoming cleverer.

*W9VC/*

Management's most important responsibility is strategic management which boils down to giving the customer what he wants.

*W9VC/*

We do not have the luxury of time on our side.

*W9VC/*

Leadership in the future will belong to the companies that most efficiently meet their customers' needs and standards of quality.

*W9VC/*

Our customers don't want to listen to salesmen and marketing people. They want to see people living and solving problems in their situation, i.e. successful installations.

*W9VC/*

Clients are focusing on quality because it provides measurable competitive advantages.

*W9VC/*

We are in an unforgiving market. It's one of the most demanding markets in existence today.

*W9VC/*

To stay where we are, we must run as fast as we can. To move ahead, we must run faster yet.

*W9VC/*

We have discovered very painfully that it is more cost effective to design and build a quality production from the beginning rather than to repair the systems in the field and absorb the service costs.

*W9VC/*

A company that is satisfied with a hidden defect will be overtaken by a competitor who provides a better system service. Don't let this happen on our watch!

*W9VC/*

Top management must focus their attention understanding and satisfying customer's needs.

*W9VC/*

To recapture a lost client would take one hundred fold effort over what would have been required to hold them in the first place.

*W9VC/*

Make efficient use of scarce scientific resources.

*W9VC/*

Quality goes beyond hardware and software. It includes all aspects of the relationship between the client and the supplier.

*W9VC/*

Quality is not just a program. Quality must be an intrinsic element in a company's business strategy.

*W9VC/*

Quality improvement is a never ending challenge.

*W9VC/*

Managers are judged on quality performance as well as financial performance. The entire organization must be committed to total quality. Everyone at all levels must do their job right the first time.

*W9VC/*

We are in a brutally competitive business. We don't have the luxury of unlimited time and budget.

*W9VC/*

The user community is very creative and they know their jobs. If you give them the right tools, they will do an outstanding job. The danger is they can create islands of information in a vacuum. If it's not in concert with a strategic plan, it can get a company in serious trouble.

*W9VC/*

We must balance our ability to produce technology with our ability to produce profits.

*W9VC/*

In six months, no one will remember how quickly you got the job done, but for the next ten years they will remember how well you did.

*W9VC/*

When all a business has are poorly conceived and marketed products, all that is left is to compete on costs.

*W9VC/*

Give the customer what he really wants.

*W9VC/*

Cooperative research and development makes more efficient use of resources and avoids duplications of efforts.

*W9VC/*

Look at all situations objectively.

*W9VC/*

Clients' computer literacy reduces costs. More knowledgeable users results in less support costs.

*W9VC/*

Great companies are rarely created by charismatic leaders. Great companies grow the leaders they need and poor companies get the leadership they deserve.

*W9VC/*

You must be prepared to give up instant gratification to achieve success.

*WGVC/*

Never interfere with a competitor when he is in the process of destroying himself.

*WGVC/*

It's your success that will put you and your company into the cross-hairs of your competitor's green sights.

*WGVC/*

The largest employer in the world is small business.

*WGVC/*

How do you run a successful company? Reassure your clients that it's their company too. Give them the confidence to speak up because they will come up with the solution to almost any problem.

*WGVC/*

Three men changed the world as we knew it -John Bardeen, Walter H. Brattain, and William Shockley. They were the Bell Lab engineers who invented the transistor in 1947.

*WGVC/*

Focus on opportunity not on the bottom line. Take risks. When you surround yourself with the best people, you don't have to worry about expectations because they will make it happen. Always keep trying to make things better at every level. Even if you are the best, you can get better.

*WGVC/*

Never forget Darwin's Law "survival of the fittest" applies to companies too.

*WGVC/*

When you make a mistake, remember the three R's – responsibility, regret, and repair. The three R's must be included in every apology.

*WGVC/*



Let us not flounder on the shoal, Fail utterly, collapse, come to grief, come to nothing

*W9VC/*

Life and loved ones should be cherished.

*W9VC/*

I have made this letter long only because I did not have the time to make it short.  
-Tony quoting Pascal

*W9VC/*

Kids are addicted to television at the expense of the work ethic.

*W9VC/*

Beneath that hurried momentum of our scheduled lives, do not ever lose your moral compass

*W9VC/*

Ingratitude is seemingly the unwillingness to thank someone after receiving something. It's a plain lack of etiquette and socially stupid.

*W9VC/*

Recognize that once or twice or several times in your life defeat will be all but certain; but never give up when faced with this moment. Failure is not an option.

*W9VC/*

Friendships are not to be taken for granted. Feelings should not go un-communicated.

*W9VC/*

Recognize that you – the solitary individual – can make your own way in this world.

*W9VC/*

Loneliness can be full of existential angst, but it can also provide room to rest.

*W9VC/*

There is a tissue thin difference between a thing done well and thing done ill. It's about the only only thing that matters in life. Doing your best in the moments when there is no one watching – no one to reproach you even if you were not to do it. Trying your hardest because the only audience – the only judge that counts – is you.

*WGVC/*

God's arithmetic is somewhat odd. The more you give the more you get.

*WGVC/*

It is God who directs the lives of his creatures; everyone's life is in his power.

*WGVC/*

It is not easy to see brighter days ahead when there are dark clouds overhead.

*WGVC/*

To educate in mind and not in morals is to educate a menace to society  
-Tony quoting Theodore Roosevelt

*WGVC/*

He who angers you controls you.

*WGVC/*

There are three types of I's – innovators, imitators, and idiots.

*WGVC/*

The company you keep proves who you are.

*WGVC/*

Conscience is a judgment of reason whereby the human person recognizes the moral quality of a concrete act that he is going to perform, is in the process of performing, or has already completed.

*WGVC/*

It's hard to believe that I am getting that old but arithmetic is uncompromising.

*WGVC/*



Observe the Doctor's oath to everything: first do no harm.

*WGVC/*

Formation of one's conscience is a task that demands attention and vigilance throughout one's entire life

*WGVC/*

You can judge the character of a man by his sense of humor.

*WGVC/*

You can not unring a bell.

*WGVC/*

Turn every day moments into lifelong memories. Focus on what matters most in your life.

*WGVC/*

You own your job. You are in charge.

*WGVC/*

Make no small plans, for that is the act of little minds.

*WGVC/*

Take calculated risks and show entrepreneurship.

*WGVC/*

Attitude is a great contributor to success.

*WGVC/*

The best way to win a fight is to make sure you don't get in one.

*WGVC/*

Love is a powerful, irreplaceable thing.

*W9VCI*

If you give what you do not need, it isn't giving.

*W9VCI*

Rewards should be commensurate with the risks – the greater the risk the greater the reward. Failure is never an option. God has given us our talents, skills, and abilities to serve and benefit others.

*W9VCI*

Knowledge is the strength of creative living.

*W9VCI*

Ham radio brought me all the good things that ever happened to me. It took me out of the poverty of my youth and gave me a challenging and rewarding career.

*W9VCI*

The Declaration of Independence grants us “life, liberty, and the pursuit of happiness”

*W9VCI*

The greatest enemies we encounter come from within, fear and anger.

*W9VCI*

*The letters and numbers of W9VCI are used as quote separators. Those letters and numbers were very important to Tony. They were his ham radio call sign...and it all started with Ham radio.*