



June Davidson

Victorious Woman - December 2010

Timing is Everything

All June Davidson wanted to do was get out of Memphis and see California. She wasn't expecting a life-changing event. But as June will tell you, timing is everything.

It was the 1950's. Rock and roll was new, carhops in roller skates served teens at drive-ins, James Dean and Hollywood were hot-hot-hot and teenager June Davidson, who was working as a legal secretary, was ready for some adventure. After excitedly talking about it, she and two girlfriends made a loose plan, saved some money, packed their things in a car and headed for the Golden State.

For a while they had a great time. But by the time June decided to return to Memphis, she didn't have the money and no way to get home. So she did the one thing she could think of to earn money – June placed an ad in the local newspaper stating that she was a legal secretary looking for work. Mr. Hisey, an elderly real estate and insurance broker, answered her ad and hired her.

Mr. Hisey liked June and came to trust her. She was working for him when his younger son died and later when his older son proposed taking over the business. Rather than retire, Hisey bought back his son's share. Then, rather than let his son inherit the business, he asked June to buy the business for \$3000 (a \$25000 investment today). Though she had moved into sales by then and loved her job, June didn't want the company. She'd grown up in poverty but with honesty and integrity. She knew how to handle money but her pattern was not to owe money. Also, her father disapproved of June taking on such a large debt.

But Mr. Hisey persisted. Eventually June accepted and they formalized the legal aspects of the sale. At first nothing changed. Hisey continued to run the business and June continued in sales, learning everything she could.

The only real difference for June was that she felt overwhelmed by the responsibility of her debt; paying off the \$3000 loan was her main focus. To pay it off quickly, she took on a part time job. Within three years, she owned the business free and clear. A year later, Hisey died. June stepped up into ownership; she was twenty-two.

In spite of her fears, the right opportunity came at the right time. June made the most of it. Having done well with her first major purchase, she learned to make the most of calculated risks by being very dedicated to staying focused and on course. She grew the company into five offices. She also taught classes, held auctions and handled probate trust for banks. It was the right place and the right time for June who became familiar with the court system and the people who worked there. When one of those people, a retired judge, heard of a need for an auctioneer, he recommended June. The job resulted in the largest single auction ever held in Beverly Hills.

During this time June also bought her first house. Again, it was the timing. She was showing a house that had just come on the market. When she walked into it with the prospective buyers, her inner wisdom told her the house should belong to her. Though she didn't have the money, but she put down a deposit and scrambled to earn the rest.

Over the years June fell in love with teaching because she saw how it could bring out the best in others. June wanted to learn everything she could about the skill and the industry. So when the American Seminar Leaders Association owner, Paul Karasik, came to town, she signed up for, "How to Make it Big in the Seminar Business." When she met Karasik, she asked, "What can I do to help you?" She opened boxes, took over the back of room sales and did whatever helped her learn more. June became an expert in training and content development.

A few years later the company went up for sale. The timing couldn't have been better for June. She'd sold the real estate brokerage and was looking for a new challenge. She saw a great opportunity in the seminar business and bought ASLA. She developed content, pulled together some of the best trainers and made sales.

While June could have retired years ago, she has too much energy and excitement for retired living. June says there's too many good things left to do and too much she still wants to learn about life. She continues to run her businesses, including training and coaching, and has a new book coming out soon. She studies constantly. June also loves walking barefoot on the ground and recommends it to others. She says it's "to receive the energy of Mother Earth" which helps her stay balanced and gives her peace, which gives her energy, which she passes to others. And one of the most exciting things June did in 2010 was purchase another training company, Practical Management Institute.

About age, business and life, she suggests women look at the future the way she does: "The learning lessons of life are still in front of me."

June believes that women often pass up opportunities because they don't have the confidence or belief in themselves. Here is some of June's coaching advice:

Why am I not getting ahead?

“Does who you are speak for you – before you even open your mouth? “

I can't do it...I'm not good enough

June suggests that lack of confidence, fear of rejection, etc. stem from identifying with someone else's opinion of you. To June that means “you're swallowing the poison of the past.” Until you decide to ignore the picture ‘they’ made of you, (“grab the thought process and not allow it to take over”) you can't identify who *you really are*. As a result, you close doors to new experiences. She asks, “How many opportunities have you passed up? Instead of saying ‘no’ right away, ask yourself: ‘What *good* do others see in me that I can't see?’”

What if I make a mistake?

“All experiences are learning experiences; it's how you pick up the pieces that counts. First, you survive. The lessons aren't always positive but if you stay present and aware, the lesson will teach you something good. When you look through disappointment, you see the other side.”

***June, you are an inspiration to all of us.
You've done amazing things and are a great mentor to
other women. Best of all, you continue to challenge
yourself with new projects and have fun doing it.
You're a great model of the truly Victorious Woman!
We thank you!***