

RON "GUS" GUSTAFSON MY STORY

Meet a man who has turned personal tragedy into triumph.



When Gus speaks, he shares a humorous, heart-touching message you'll find unforgettable and life-changing.

"TURNING A SET-BACK INTO A COME-BACK"

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When you face an obstacle in your life, think of Ron "Gus" Gustafson. Gus battled for his life at age 9 following a tractor accident that took his right arm and shoulder and crushed his right leg. In spite of his injury, he was determined to excel in athletics. He played varsity basketball (Honorable Mention, All-State) and earned the respect of the coach who once said he'd never make the team. For Gus, each set-back has presented an opportunity to grow.

Today, Gus is a remarkable motivator. To experience his message is to lose all self-doubt and to find the strength to succeed. He'll show you how, with three simple keys: **1.) process the garbage in your life,** **2.) never give up and,** **3.) have the courage to face the next challenge.**

DISCOVER THE COURAGE TO SUCCEED

You'll marvel at everything this "one-armed-guy" can do! For all his amazing accomplishments, however, Gus does not try to be a larger-than-life hero. Instead, he connects with people, recognizing that everyone struggles with challenges. In Gus's story, you'll find the inspiration to rise above your own limits – whether they're imposed by circumstances, other people or yourself.

THE RON GUSTAFSON PHENOMENON

Gus is the speaker everyone wants to know. Once people hear him speak, they can't wait to share him with others. From a single presentation in a corporate setting, he'll be invited to speak to every branch of that company throughout the country and abroad. Or, someone in an audience will arrange for him to speak at their child's school. Gus is equally at home sharing his keys to success at a board retreat, sales meeting or high school banquet.

Companies, schools and organizations that have benefitted from Gus's presentations include:

- New York Life
- Principal Financial Group
- Northwestern Mutual Life
- National Life of Vermont
- American Express Travel Services
- Nogg Chemical and Paper Company
- Corporate Express Document and Print Services
- Farmer's Commodities Corporation
- Future Farmers of America
- Young Farmers of America
- Rummel Senior High School, *New Orleans, Louisiana*
- Millard South High School, *Omaha, Nebraska*
- Greenville Senior High School, *Greenville, South Carolina*

THREE KEYS TO SUCCESS

Gus will show you how set-backs – big or small – can be overcome.

1. PROCESS THE GARBAGE IN YOUR LIFE

One day, a big garbage truck is certain to dump garbage all over you! What you decide to do at that moment will make all the difference...not only to yourself, but also to those around you.

2. NEVER GIVE UP

Everyone falls down, but we *must* choose to get back up. Failure is not falling down. Failure is the decision *not* to get back up!

3. HAVE THE COURAGE TO FACE THE NEXT CHALLENGE

Learn to look at challenges in a new way that makes them smaller, manageable and surmountable.

MEET RON "GUS" GUSTAFSON

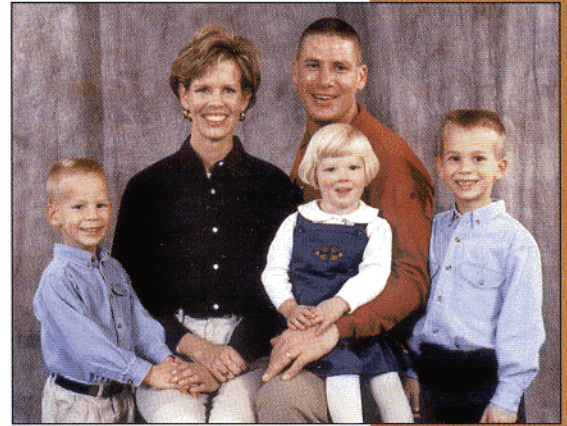
Raised on a farm in Lyons, Nebraska, Ron "Gus" Gustafson was a standout basketball player in high school in spite of having lost his right arm and shoulder in a tragic childhood accident. After a knee injury ended his collegiate basketball career, he was devastated. But, once again, his faith and courage sustained him and he redirected his energies, building outstanding academic and business careers.

Gus is founder and president of *Ron Gustafson – My Story*, located in Omaha, Nebraska. He and his wife, Julie, have three children: Isaac, Josiah and Hannah.

THE RON GUSTAFSON INSPIRATION AWARD

The Nebraska High School Sports Hall of Fame established the Ron Gustafson Inspiration Award to honor individuals who have achieved success in high school athletics while overcoming monumental obstacles.

Ron "Gus" Gustafson was the first recipient of the annual award named in his honor.



HERE IS WHAT OTHERS SAY ABOUT RON "GUS" GUSTAFSON...

"Ron 'Gus' Gustafson's story is not just another inspirational life story. It is a story that inspires life."

– HERMAN CAIN
Chairman

Godfather's Pizza, Inc.

President and CEO
National Restaurant Association

"Powerful, encouraging and inspiring! If you need a lift, Gus's story will provide it. You will be deeply touched by his determination, courage and will to overcome set-backs. You will learn the lessons of life that are guaranteed to help you in every endeavor."

– BRYAN FLANAGAN
Speaker

Zig Ziglar Corporation

"The phrase that immediately comes to mind is to 'never give up.' While it's often used lightly, it has real meaning here... The reason we shouldn't give up is because God never gives up on us. Gus will motivate anyone facing a serious challenge to see it through because of his example."

– DAVE DRAVECKY
former Pitcher
San Francisco Giants

"Gus has an uncanny ability to turn 'life's inevitable garbage' into a positive message in a transferrable way – that *everyone* can understand."

– DAVE SUNDBERG
CLU, ChFC, Qualifying and Life Member
Million Dollar Round Table

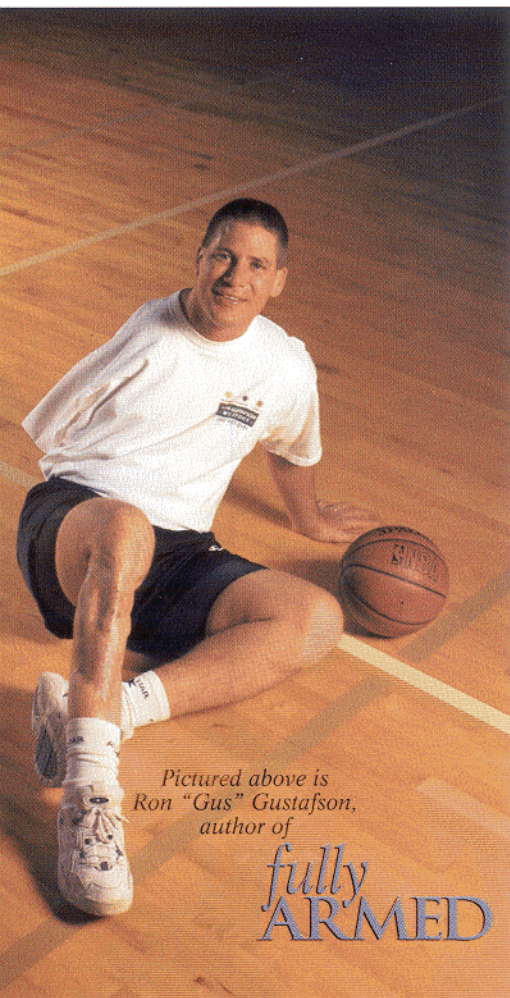
"Wow... What a message! Aristotle once said, 'a man is the origin of his actions.' He *must* have been thinking about Gus. Thanks to him for his story – we will *all* be better for it!"

– C. R. DUNCAN
LLIF, Senior Vice President
Principal Financial Group

"Gus was truly inspiring. His heartfelt words convey the very ideas and qualities parents, teachers and coaches already attempt to reinforce in students. I would recommend this presentation to any high school, middle school or other youth group."

– LORI JASA
Assistant Principal
*Peter Kiewit Middle School
Omaha, Nebraska*

Visit www.fullyarmed.com for more testimonials and information.



Find out how Gus can motivate, challenge and inspire your group.

Or, to order audio cassettes, video tapes or books, call:

1.877.780.4068

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