



## **Paying It Forward** **Helping those that help us**

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In the year 2000, a movie entitled "Pay It Forward" was released. The movie was about a young boy attempting to make the world a better place after his teacher gives him that chance. One of the taglines for promoting the movie was, "sometimes the simplest idea can make the biggest difference."

I recently met a lady that embraces that idea of "paying it forward." Leslie created a company named LEOADVENTRES. The name was spawned by Leslie's then eight-year-old son after he read about Leonidas, King of Sparta. According to Greek history, Leonidas sacrificed his life at the Battle of Thermopylae so that Athens could be saved and the Greeks would live to fight again. She felt that Leonidas was the ideal role model of service and self-sacrifice; this is the image she wanted their company to project.

Leslie has altruistic motives. She is a grateful American -- grateful to the men and women in public service that make sacrifices every day so that all Americans can enjoy the freedoms that others only dream of having. She wants the satisfaction that comes from helping others. The whole thrust behind the company is to facilitate a means by which those in public service can stay fit and enjoy their recreational time. To accomplish this, LeoAdventures has partnered with top shelf companies that make the best adventure related and fitness products available. The end result is that those companies now offer their products to U.S. public service employees and their families at a professional discount. Why do they make this offer? Simply because many companies, just like LeoAdventures, are looking for a way to pay it forward. They need to have a vehicle by which they can show how much all of us support and appreciate everything that public servants do.

One might ask, why care about police, fire, military, and government employees? Well, this lady has that vocation in her blood. Leslie was an Army brat; her father moved the family all over the U.S. until she was in middle school. She grew up and married a Marine pilot. Tragically, he was killed in a crash after only three years of being married to her; she was left alone to care for a four month old son. The outreach from those in the military in her time of grief only reinforced her already solid appreciation of military life and public service. She later remarried another Marine who eventually became an FBI agent. It was then that Leslie first developed the idea of giving back to this community.

Realizing that police, fire, and military folks do not enjoy the many perks that are found in the private sector, they decided to name their service LeoAdventures. Furthermore, she understood that public servants operate under a code of ethics that prevents them from accepting gifts or gratuities. A yearly fee of \$19.99 eliminates any question of ethics.

So who is eligible? Public service employees and their families, teachers, soldiers, law enforcement, firefighters, anyone employed full-time by a state, local, or federal government agency. That equates to a broad spectrum of workers that can receive up to 50% off on the newest products available today, not clearance prices on yesterday's products. Shopping is done both on-line and at the manufacturer's stores, depending on the product.

Having been in business for 4 years now, they are a small company that is beginning to flourish. Much of their marketing is by word of mouth, but they are growing and seek partnerships with professional associations. The idea is to work with these groups to design a program that fits employees' needs. Their product line is already extraordinary, yet they constantly add new vendors.

LeoAdventures is a company that recognizes that there is a direct correlation between fitness and survival. Moreover, fit people are successful people that handle stress and process problems far better than their colleagues who are not. To achieve this end, prudent people work out and recreate on their own, as well as with their families. Leslie wants to ensure that this practice spreads to as many public servants as possible. Their company offers a savings that allows that to happen. This grateful lady started with a simple idea that she hopes can make a big difference. The only desire she has is that you will allow them to "Pay It Forward."