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The Bushong file

By

Born: Tompkinsville, Ky.

First job: Raising chickens and ducks when I was 7 years old.

What has been your greatest business challenge?

Overcoming impulsiveness. It takes everyone in the company to keep me from being impulsive. I surrounded myself with good people. My wife is a very stabilizing factor.

What is the greatest business lesson you've learned?

A company needs to be as self-reliant as possible. It needs to have its fate in its own hands.

Whom do you most admire in business and why?

Earl Nightingale. My first real job was with Nightingale-Conant Corp. in Chicago. I worked for Earl Nightingale. He was a motivator, had his own radio show, was a syndicated columnist, and owned an insurance company and a sales training company where I worked.

We still give his books out to every new employee here today. His book is called 'The Strangest Secret,' and that is still part of this company, and Earl's been dead for 40 years.

What song would best describe your company?

'One Moment in Time,' [by Whitney Houston] — the theme from the [1988] Olympics I would like to see this company and every person in it experience one moment in time when they are the best they can be.

Bushong on employees: Finding experienced people is difficult, and there is a long learning curve. Sometimes, you get lucky and find someone who worked for another PEO, and you can hire them. Mostly, it's a question of mentoring people in the company, bringing them along and giving them as much as they can bite off as quickly as they can, and trying to hold on to your employees. There is no substitute for experience in this business.

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