

Richard Gee

From: Maverick Spirit [thespirit@spiritmailer.com]
Sent: Friday, 27 July 2007 3:53 p.m.
To: Richard
Subject: Richard World's Best Coffee and Cake Too! spiritmail270707



**"If you can imagine it, you can achieve it
If you can dream it, you can become it." WILLIAM ARTHUR WARD**

World's Best Coffee and a Cake too! July 27th, 2007

It amuses me that there is a price war for coffee in the **CBD** areas of **Sydney** and **Melbourne**. On my numerous visits I offer \$3.60 for a flat white only to be given back \$1 plus change... *"because we can only get \$2.50 a coffee – the people next door lowered their prices.."*

I don't know about you but coffee is about the coffee – not the price!

Every morning when I am in Perth I join the regulars just after 6am at **The Globe Coffee House** in Mount Lawley. I can reliably inform you that **the coffee is the best in the world** and I have travelled most of the coffee serving countries and nothing compares to Globe's flat whites. Coffee in **Rome**, the birthplace of coffee, is not a patch on Globe's.

The group at **Globe** from 6 to 7 each morning is a community – Paul, obviously a successful business owner by the collection of cars he drives, and the holiday home in Margaret River he visits regularly gets the papers from the Newsagent, Jac and Jay (*that's Jay making the coffee this morning*) serve coffee and play eclectic music, the swimming squad mum and dad team come in to pick up take aways, Lui the waste truck driver drops in for his extra strong, extra hot long black and many faces others play their part of the moving parade.



And the coffee – it wouldn't matter too much what they charge because this is where we have coffee every morning.

Bruno, the Globe's owner, who lets intelligent young women run the Coffee House, and great baristas make the coffee, must have a another business because he is rarely there. Just the last few weeks he has been there at 6 am delivering cakes and pastries. In 7 or 8 years that I have been going to The Globe I have never spoken a word to the "cake delivery man." This morning was an exception because he approached me and said "After your coffee, are you going to work?" to which I agreed.



Moments later he presented me with a fabulous cake with the words' *"I see you every morning. Thank you. Here is something to share with your people at work."*

Now I ask you, if next door lowered their coffee price do you think it would make any difference to the crowd that feel at home at **The Globe Coffee House Mount Lawley??**

Enjoy this issue of **The Maverick Spirit...** That's it for today, until next time, continue to enjoy being a free spirit in a complicated world...

Wayne Mansfield

P.S. Did you know that **google** has the answer to anything you want to know?? During the review of a security tape of a amusement business in Colorado, the recording shows the robbers using a computer on the desk to find out "**how to open a safe**" and using the detailed instructions on the screen, they opened the safe and escaped with \$12,000. What next??

P.P.S. Apparently the **99-Cent Only** store in **Lewisville, Texas**, is offering an a great summer special - for just 99 cents, couples can get married in its store.

"The whole idea is to draw attention to the ludicrousness of the extravagance of weddings," said bargain shopping maven Sue Goldstein, who helped the store develop the service.

Even with the airfare to the US added in, it is probably cheaper than what it would cost to get married in Australia.

And for something really different:

Visit my daily thoughts and views at [Confessions of a Boy from Margaret River](#) where you can leave comments and ideas on stuff that doesn't make it to [The Maverick Spirit](#)



Life's Little Instruction Book

Spend your life lifting people up, not putting people down.

In business or in life, don't follow the wagon tracks too closely.

Don't trust a woman who doesn't close her eyes when you kiss her.

Source: H. Jackson Brown, Jr **Life's Little Instruction Book**

MAVERICK QUOTE OF THE DAY



"Life is not easy for any of us.
But what of that?
We must have perseverance and... confidence in
ourselves."

Samuel Maverick (1803-70) Texan
rancher who, when branding of stock was
introduced chose "**Not to Brand.**" Every
unbranded horse or cow he then claimed as
a **Maverick!**

Marie Curie

Feedback: Couldn't fit all the comments in again today - here is a small sample. I appreciate that **The Maverick Spirit** readership enjoy connecting and sharing:

Wayne

Here is a tale of "*Sad Service*"

While Andrew and I had to attend a conference in Melbourne for five days, we decided that rather than leave the kids at home we would take them and their Aunty Fun, for a city experience. We're from the country. The kids go to a 30 kid 2 teacher school... in Michelago NSW.

We hired a nice apartment at **Quest on Wellington** in East Melbourne and everything went well, Kids and Aunty Fun had a fab time, apartment was lovely etc.... but when we left - I left behind my phone charger.

Doing without your mobile phone is difficult. I rang them, they found it and posted it off. Lovely.

A week later I got a COD card from Australia Post. It informed me I had to go and pick up a parcel, I assumed my phone charger, at the local post office, an hour's drive from home and pay the \$10 postage.

While I can understand people leaving stuff must be a royal pain for the motel's staff, I really though the \$1000 + we paid with five people staying a week in the middle of winter would of/ could have warranted a different response....

How charmed I would have been to be sent it to my work address, or sent a chocolate too and a card saying thanks for staying. Would I have booked again? You bet. Will I book again now? Doubt it. What is a hassle to them is a missed opportunity to show service and initiative and win a customer for life.

It's not that hard, so why don't more people do it?

Castaly Lombe
MYCO Systems

On things Australian

Wayne

wot about thongs.. did we invent them!!

thank as always Wayne... appreciate it.

Shazar

Hi Wayne

Love your newsletter and have passed on subscription advice to friends
More Aussie invention to add to your list.
The Kangaroo Crane. Used in building high rise developments.
Triton work bench

Graham Stevens

Hi Wayne and thanks for Maverick Spirit which is very good.

On Sun 26/8/07 I hold an exhibition and Auction of my paintings at **Alpha Studios Incorporated**, 120 Victoria Rd Wattle Grove (off Crystal Brook Rd) viewing 10 - 12, Auction 12noon - also viewing Sat 25.

The occasion will also be the launch of my new book called " God can be Downloaded " for \$20 each. It provides the theory for creative development in all walks of life.

Best Wishes

John Baldock

Thanks Wayne for the email, If there ever was a positive thinker..... you are it!!

Always enjoy your emails, keep your chin up.

Cheers, Clive



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Until next time then... enjoy being a free spirit in a complicated world.

Wayne Mansfield Editor

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