

## **The Battlement Mesa Service Association**

### **Just Let George Do It!**

**By Keith Lammey, President, Battlement Mesa Service Association**

We've all likely heard the phrase, "Just Let George Do It! The advantage of just letting George do it is that if it doesn't turn out exactly how you want it to, it isn't your fault. You can call George up and blame him for it. Letting George do it, is safe.

Why would you want to be George and let other people vent at you when things don't turn out just right or when you come up short on achieving the goal? When you're George, you can't win. Either you did too little, or you did too much, or you just flat did the wrong thing. In any event, you didn't do it right.

It amazes me, though, how many Georges we have in this country. Why would someone be willing to be a George and subject themselves to the anger, the humiliation, and the brow beating? Perhaps some psychologist has done a study. I think that it would be interesting reading.

What does this have to do with Battlement Mesa, you ask?

Well, I think, here, we often "Just Let George Do It!" We all know that everything that goes wrong around here is Battlement Mesa Company's fault. Right?

I attended a Battlement Mesa Company-sponsored Community Coffee Talk in January. It was refreshing to have such a large group show up at the 35<sup>th</sup> Avenue Bar and Grill. In fact the place was packed.

But it wasn't just the large crowd that showed up that surprised me. The biggest surprise was a question asked by one of our residents that attended. Eric Schmela, President of the Battlement Mesa Company (BMC) was asked why the price of gasoline here in Battlement Mesa is 40 cents a gallon higher than in Grand Junction? What I didn't and still don't understand is why gas prices are BMC's fault. The BMC doesn't own Battlement Mesa's stations or deliver the fuel to the stations or, as far as I know, establish or even influence the gas prices in any way.

Of course, that isn't all that we blame the BMC for. Some people say that it is BMC's fault that there is nothing for children to do here. That isn't really true, but that question was also asked at the Coffee Talk.

Maybe I am in the minority, but I don't think that it is fair or appropriate that we let the BMC be our George. We live here, some of us work here and we all have some vested interest in our community. So why don't we all join forces: form a partnership that we could name, George Do It. The partnership would include the BMC, the Battlement Mesa Service Association, the Parachute/Battlement Mesa Chamber of Commerce, the Battlement Mesa Metro District, the Battlement Mesa Activity Center, the Battlement Mesa Golf Course, the Parachute/Battlement Mesa Park and Recreation District, the Grand Valley Fire Protection District, our clubs and our churches and whoever else influences our community?

My slogan for 2011 is "You can't keep doing the same thing and expect to get a different result." We could all be George. Instead of blaming everything on the BMC, we could step up and enjoy the fruits of our labor when we are successful and come together and try again, if we come up short on our goals.

As I said before, maybe I am in the minority, but I still believe our slogan, "Battlement Mesa, The Colorado Dream." Together we can make the dream come true. We can achieve all of the things that are important to a

community like ours. We can have a vibrant, prosperous, successful community that truly is a great place to live, to raise a family or retire.

Of course, it isn't easy, but it isn't rocket science either. We are not incorporated so we aren't truly a city, but we aren't "just an HOA" anymore, so why are we still thinking like we are? Like it or not, BMC is the developer of our community. But the BMC is just the developer! Don't the rest of us have any ideas about how to make The Colorado Dream, come true?

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