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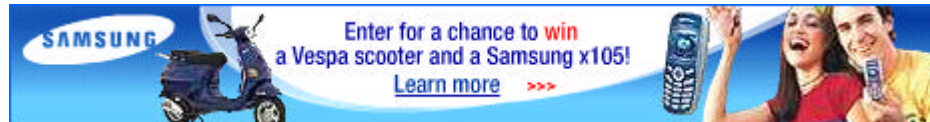
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# Features

## Author donates book proceeds

Local writer of 'Stack the Logs' gives to hospital

*By Rachel Labriola*

More often than not, the road to success is a complicated one involving many conflicting decisions.

In the case of Frank F. Lunn, President of Kahuna Business Group, an ATM cooperative in Bloomington, that road materialized into a novel full of inspiring advice.

According to Timothy Bill, Marketing and Development coordinator for Kahuna Business Group, "Stack the Logs: Building a Framework to Reach Your Dreams," was written to inspire, educate and empower people to achieve their dreams.

"Stack the Logs" was a phrase Frank's father used throughout his childhood, and it was a metaphor for 'keep going,' Bill explained.

"He gives a framework to be successful," Bill said, "the word stack is actually an acronym."

"Set your course, Take action, Accept feedback, the Correct course, and Keep stacking the logs are what make up the main idea for the book," he

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continued.

As the story goes, Bill said, the idea for the book evolved from a birthday card Lunn received from his father before he died of cancer.

In that card, his father gave him the tools to be successful in his professional and personal life.

With this road map to success, he built a growing 20 million-dollar enterprise that is still thriving.

Four years after his father died of cancer, Lunn's eight-year old son, Frankie, was diagnosed with leukemia.

Lunn then decided to share his knowledge and wisdom with the world when he began writing what would become "Stack the Logs."

He finished the book during the six-month sabbatical in which Frankie battled leukemia.

Today, Frankie's cancer is in remission. In thanks for saving his son's life, 10 percent of the book's proceeds will be donated to St. Jude's Children's Research Hospital in Memphis, Tenn.

"It's a fantastic book. It gives lots of stories about Frank's background in the Gulf War and how he won a Bronze Star," Bill said, "and it also talks about how he dealt with his son's illness."

Frank's company, Kahuna Business Group has also pitched in with the effort to promote the book.

"We have now made a Kahuna Business Group Empowerment division which revolves around the book and the different ideas in it," Bill said.

Tammy Cook, Director of Human Resources and Executive Assistant for Kahuna Business Group, said the book educated her about Frank's life experience along with how to deal with unexpected setbacks.

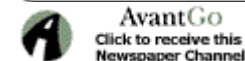
"Everybody comes up with different obstacles in their life, and this book is a wonderful way to remind you to keep your focus," she said.

"Also, being a parent myself, it hits close to home," she said. "Normally you assume children to be healthy, it is certainly an eye-opener."

She said "Stack the Logs" is a wonderful way to improve an individual's

- Yes, it gives a breather before finals
- No, I miss October's Fall Break Day

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## Author donates book proceeds

quality of life. "You can have a plan of action, get feedback, and if you're not headed down the right path, you can make adjustments," she said.

According to Bill, Lunn also discusses how to plan well, how to deal with disappointments and setbacks, how to overcome adversity, how to stay positive and focused and how to maintain character.

Lunn also gives the main reason why people fail. "We like to say it's OK to fail," Bill said, "because we learn from our failures. So you can fail, and then set a new course and succeed."

Bill recommends this book to those looking for ways to succeed in their professional and personal lives.

The book is available for purchase at [www.stackthelogs.com](http://www.stackthelogs.com) or by calling 1-866-90 STACK.

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