A black and white photograph of a person standing on a rocky shore looking out at a vast ocean under a cloudy sky. The person is silhouetted against the bright water. The sky is filled with large, dramatic clouds. The overall mood is contemplative and inspiring.

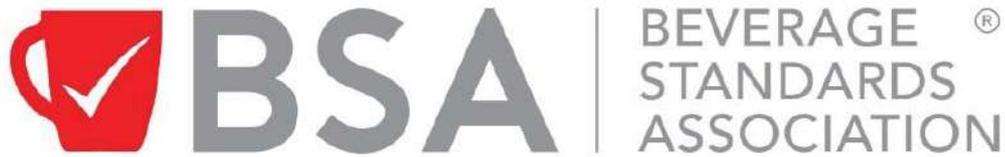
**Ya ain't  
a loser  
till ya  
quits tryin'!**

**A collection of inspirational quotations to  
encourage us through difficult times.**

**Presented by the  
BEVERAGE STANDARDS ASSOCIATION**

**Compiled by Ian Boughton**

# Ya ain't a loser...!

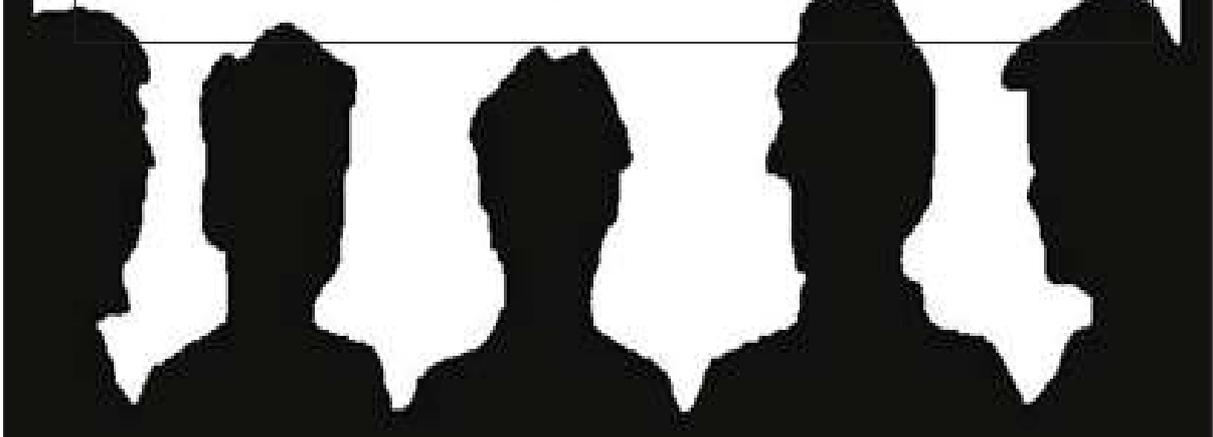


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## **ACKNOWLEDGEMENTS**

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Pictures, so far as we know, are all free of any copyright restriction.





# A message from the chairman...

This is probably the most bizarre period that any of us have ever experienced in our business lives. Apart from the physical danger to health, the idea that we are simply not permitted to work or run our businesses is almost unbelievable.

But things will get better. We have to believe this.

As a small gift from the BSA, I offer you this little book of inspiring quotations, compiled and published by Ian Boughton, who writes on beverage matters for us and various magazines.

I hope you will find it encouraging as we resolve to get our lives going again.

**Steve Slark,**

Chairman, Beverage Standards Association

May 2020



People are unreasonable, illogical and self-centred... love them anyway.

Honesty and frankness can make you vulnerable... be honest and frank anyway.

What you spend years building may be destroyed overnight... build it anyway.

Give the world the best you have and you'll get kicked in the teeth... give it the best you have anyway.

If you do good, people will accuse you of selfish, ulterior motives... do good anyway.

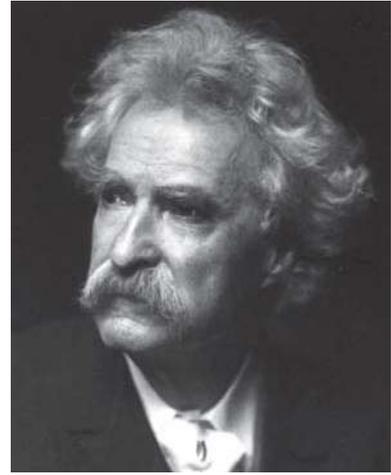
The good you do today will be forgotten tomorrow... do it anyway.

**- Bishop Muzorewa.**

Do remember to forget - anger, worry and regret.

**- Piet Hein**

Twenty years from now, you will be more disappointed by the things you didn't do, than by the things you did. So, throw off the bowlines and sail away from the safe harbour, catch the trade winds in your sails, and explore, dream, discover!



- Mark Twain

The universe applauds action, not thought.

- Unknown



Live your life while you have it. Life is a splendid gift.

There is nothing small in it; for the greatest things grow by God's law, out of the smallest.

You must not fritter it away in erring act or inconsistent will, but make your thoughts, your words, all work to the same end - and that end not self, but God.

- Florence Nightingale

Give to the poor and you will never be in need. If you close your eyes to the poor, many people will curse you.

- Proverbs, 28:27

So let us not become tired of doing good, for if we do not give up, then the time will come when we reap the harvest. So, as often as we have the chance, we should do good to everyone.

- St Paul to the Galatians, 6:9

I can't do all the good that the world needs, but the world needs all the good that I can do.

- probably Jana Stanfield



A person walks through life painting a portrait, not of what he or she could have done, would have done, or should have done... but what they did.

- Anonymous

True piety is this - to believe in God, the last day, the angels, the book and the prophets, to give of one's substance, however cherished, to kinsmen, and orphans, and the needy, the traveller, and to beggars... to ransom the slave, to perform the prayer, and to pay the alms.

- Koran, sura 2:177



I cannot think that we are useless, or God would not have created us. There is one God looking down on us all - we are all the children of one God. The sun, the darkness and the winds are all listening to what we have to say.

- Geronimo

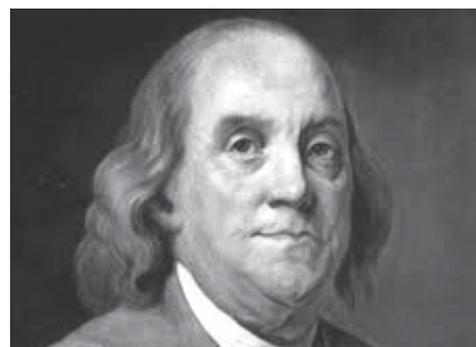
*(I was surprised to learn that Geronimo was not actually an Apache 'chief' as we know it - he was a medicine man, though also a warrior. His name means 'the one who yawns'!)*

As we live our lives, there is a gift we can all give, no matter how poor we are in money or talent... just hold our your hand and let your heart be in it.

- J A Galdon

'Well done!' is a lot better than 'well said...'

Benjamin Franklin



Ya ain't a  
loser till ya  
quits tryin'!

- **Mike Ditka**, *American football  
coach (Chicago Bears,  
Philadelphia Eagles,  
Dallas Cowboys)*



I know that there is nothing better for men than to be  
happy and do good while they live

- **Ecclesiastes 3:12**

I have this day lived fourscore years -  
God grant that I may never live to be useless!

**John Wesley**, June 1783 (*he lived another eight years!*)

Jesus was surrounded by followers, from whom he  
chose twelve to be his companions. He did not choose  
them because of their faith - we see no evidence that he  
chose them on the basis of any talents or assets. Their  
only characteristic was their willingness. Later, they  
were filled with the Spirit and carried out special roles.  
So we should not disqualify ourselves from service for  
Christ just because we think we don't have the right  
credentials.

- **Touchpoint Bible study notes**



It's kinda fun  
to do the  
impossible!

- Walt Disney

When I hear someone sigh 'life is hard', I am always tempted to ask: compared to what?

- Sydney Harris

Learn from yesterday, live for today... and hope for tomorrow.

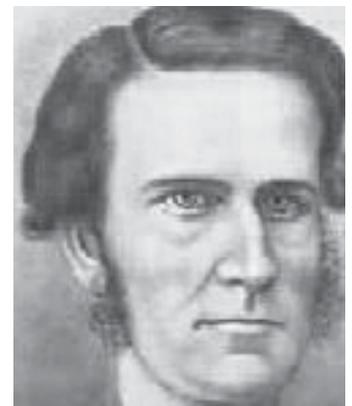
- Anon

Stop telling God how big your problem is, and start telling your problem how big your God is...

-Unknown

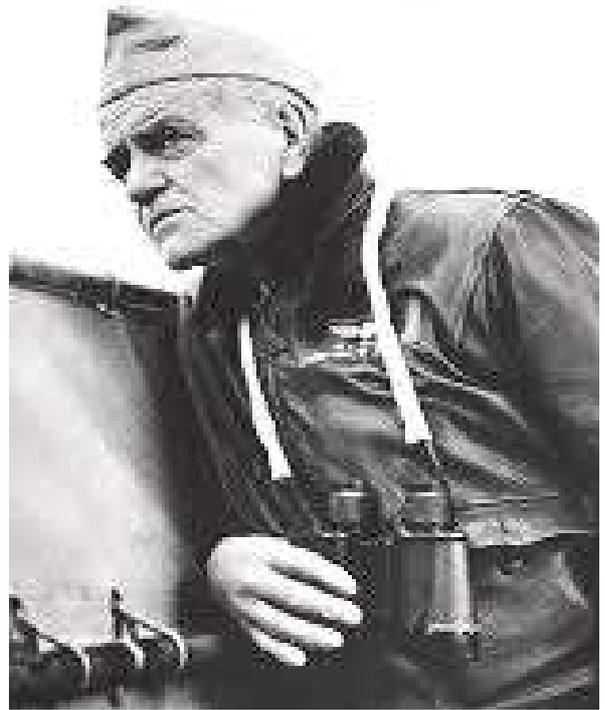
Life is mostly froth and bubble,  
two things stand like stone -  
Kindness in another's trouble,  
courage in your own.

Adam Lindsay Gordon, (*Ye Weary Wayfarer*, 1866)



There are no great people in this world... only great challenges which ordinary people rise to meet.

- Admiral 'Bull' Halsey, US Navy  
*(when asked about his remarkable war service)*



Our deepest fear is not that we are inadequate; our deepest fear is that we are powerful beyond measure. It is our light, not our darkness, that frightens us. We ask ourselves : who am I to be brilliant, gorgeous, talented, fabulous?!

Actually, who are you not to be?

You are a child of God, and playing small does not serve his world. There is nothing enlightening about shrinking, so that other people won't feel unsure around you. You were born to manifest the glory of God that is within us all.

It is not just in some of us, it is in everyone. As we let our own light shine, we subconsciously give others permission to do the same; as we are liberated from our own fear, our presence automatically liberates others.

- Nelson Mandela

Stay out of tomorrow. God hasn't created it yet.

- **Father Mychal Judge** (*chaplain to the New York Fire Department, who died at the World Trade Centre on 9/11. He was a chaplain who led from the front - he had returned to the burning building to help his men, but did not get back out.*)



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There is no such thing as failure. That's just practice for the next time.

- Unknown



The time is always right, to do the right thing

- Dr Martin Luther King

The very act of believing creates a strength of its own.

- Unknown

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Faithless is he that says farewell when the road darkens

- J R R Tolkein

Glad that I live, am I - that  
the sky is blue.

Glad for the country lanes  
and the fall of dew.

After the sun, the rain, and  
after the rain, the sun...

This is the way of life, till  
the work be done.

All that we need to do, be  
we high or low,

Is to see that we grow...  
... nearer the sky.



Lizzie Woodworth Reese, 1856-1935

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I saw starving children, and I screamed at God.  
Then I realised that those starving children were  
God screaming at me.

- Unknown

It's never too late to become what you  
might have been

- George Eliot



Let us remember that Jesus has said, 'whatever you do for the least of my brothers, you do for me'.

Just think - that smile you gave to a lonely person, that hand you gave for a blind person to cross the road, that little bit of food you sacrifice to share with someone who is hungry... you did it for Him!

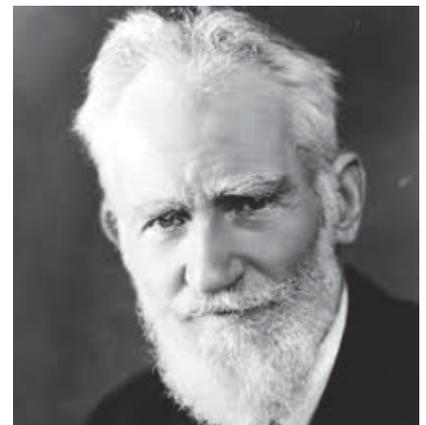
**Mother Teresa** *(quoted to me by Brother Tom, of HHI, who worked alongside her in his early work in India.*

Surely, unto God, all things come home

- The Koran, sura 42

You see things and say 'why?'  
I dream things that  
never were,  
and ask: 'why not?'

- George Bernard Shaw



When you do your work without expecting anything in return, just for the joy of bringing happiness to others, that's when you'll realise it is not your hands which are doing the job - it is the hands of God working through you.



**Dr D P Shetty**, heart surgeon to the poor, India.

*(This was a sentence in an article written by Dr Shetty, 'They Call me a Heart Surgeon', which I found by chance, back in 1999 or thereabouts. We recorded it as a story on a CD for Health Help International, and at the time I tried hard to locate Dr Shetty to tell him we had done so, but failed. Twenty years later, I discover that he is now regarded as India's most famous practitioner of heart surgery).*



Be grateful for, not blind to, the many sufferings which thou have been spared. Thou art no better than those who have been searched out and racked by them

- **Orchoth Tzaddikim**, a book of 15th century Jewish ethics.

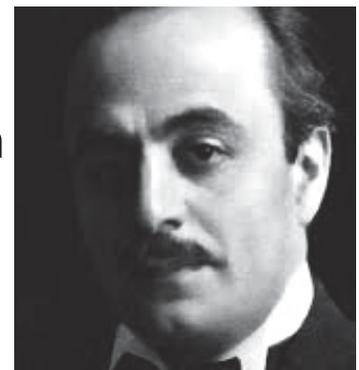
Pray for the  
dead... and  
fight like hell  
for the living!

**Mary Harris 'Mother' Jones,**  
1837-1930 (*an American  
labour-rights activist*)



Healing is a matter of time - but sometimes it is  
a matter of opportunity  
- Hippocrates

If you would know God, then be not a  
solver of riddles - rather, look about  
you, and you shall see Him playing with  
your children. Look into space, and you  
will see Him walking in the cloud,  
outstretching his arms in the lightning  
and the falling rain. You shall see Him  
smiling in flowers, then rising and  
waving his hands in the trees.



- **Kahlil Gibran**, Lebanese poet



Christ has no body now, but yours; no hands, no feet on earth but yours. Yours are the eyes with which He looks compassion on this world. Yours are the feet with which He walks to do good; yours are the hands, with which He blesses all the world.

Christ has no body now on earth but yours.

- St Teresa of Avila

Fear less, hope more;  
Whine less, breathe more;  
Talk less, say more;  
Hate less, love more;  
And all good things are yours.

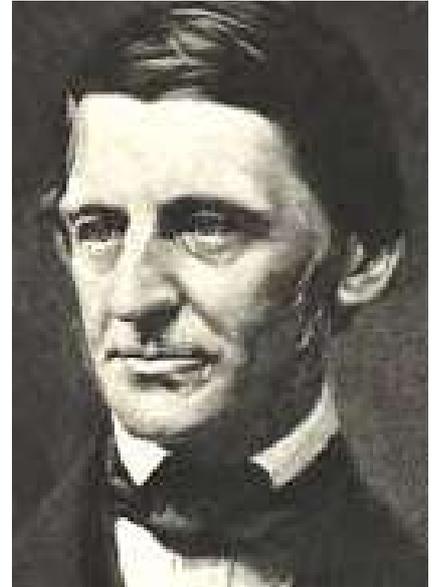
- Swedish proverb.



One of the things I learned when I was negotiating was that until I changed myself, I could not change others.

- Nelson Mandela

To laugh often and much, to win the respect of intelligent people and the affection of children; to earn the appreciation of honest critics, and to endure the betrayal of false friends; to appreciate beauty; to find the best in others; to leave the world a bit better, whether by a healthy child, a garden patch, or a redeemed social condition... to know even one life has breathed easier because you have lived. This is to have succeeded.



- Ralph Waldo Emerson

Without vision, the people perish.

- Proverbs 29:18

A person who kneels in prayer  
will be able to stand up  
to anything

- Anon

---

'Tis not enough to help the feeble up...  
but to support him after

- Shakespeare (Timon of Athens)



We make a living by  
what we get.

We make a life by  
what we give.

- Winston Churchill

Love seeketh not itself to please,  
nor for itself hath care;  
But for another gives its ease,  
and builds heaven from despair.

- William Blake, *Songs of Experience*

If God had a refrigerator, your picture would be on it; if He had a wallet, your photo would be in it. He sends you flowers every spring and a sunrise every morning; when you want to talk, He listens. He could live anywhere in the universe, he chooses to live in your heart.

You might as well face it - He's crazy about you.

- Unknown

Yesterday is but a memory,  
and tomorrow but a vision.

But today, if well lived,  
makes every yesterday a  
memory of happiness and  
every tomorrow a vision  
of hope.

Therefore, look well  
to this day.



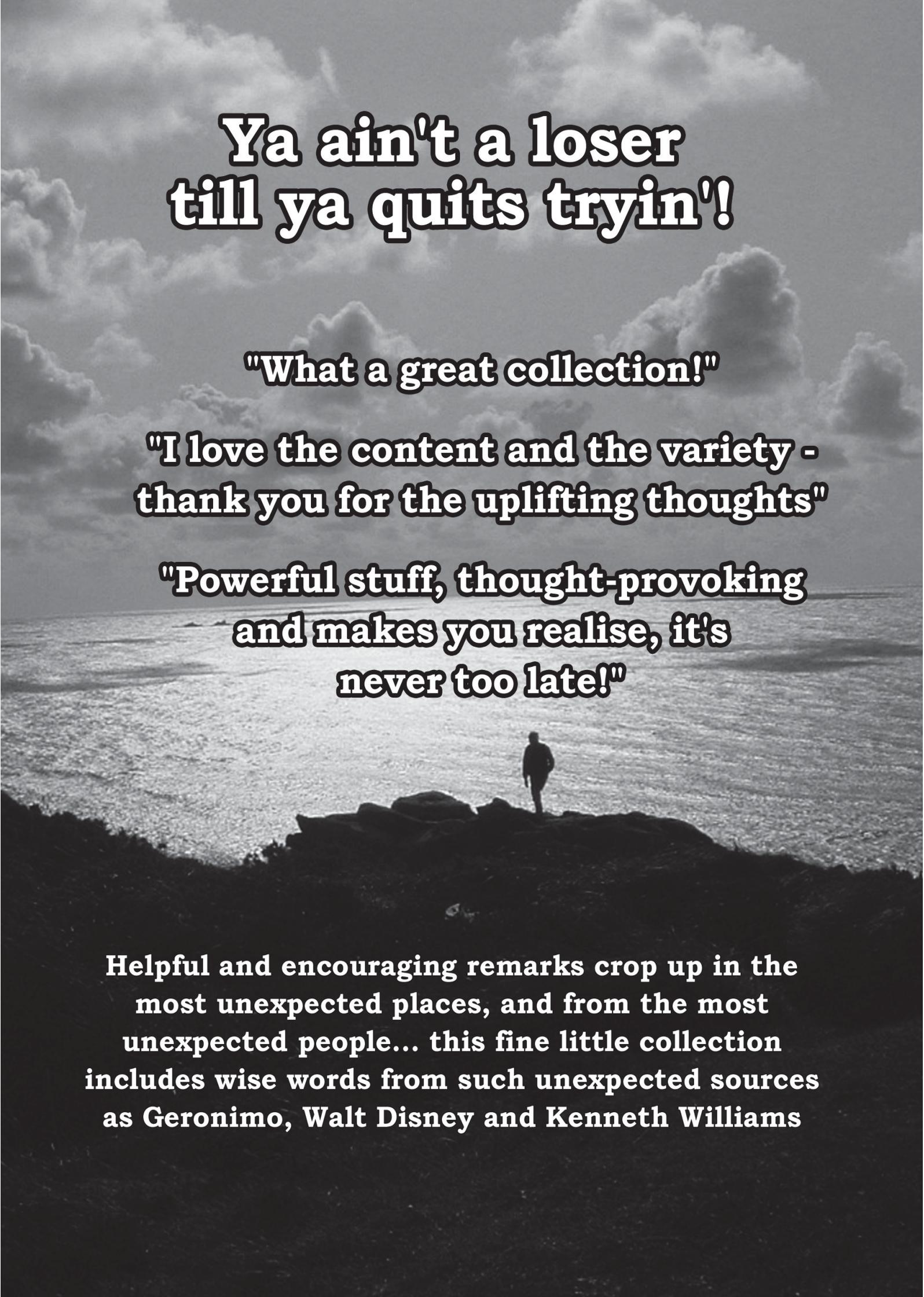
- Frances Gray, after Kalidasa

Just because you've made your bed, that  
doesn't mean you have to lie in it.

Watched kettles do boil, rolling  
stones do gather moss, and  
the man who cannot change  
his mind is in danger of losing  
it. There is not just one  
second chance - we have  
thousands of second chances,  
just so long as we wonder at  
the sunset, the stars in the  
heavens, and the promise of the new day.



- **Kenneth Williams** (the closing words of  
his autobiography, 'Just Williams')



**Ya ain't a loser  
till ya quits tryin'!**

**"What a great collection!"**

**"I love the content and the variety -  
thank you for the uplifting thoughts"**

**"Powerful stuff, thought-provoking  
and makes you realise, it's  
never too late!"**

**Helpful and encouraging remarks crop up in the  
most unexpected places, and from the most  
unexpected people... this fine little collection  
includes wise words from such unexpected sources  
as Geronimo, Walt Disney and Kenneth Williams**