

# The New Life Health Center Story

In the late 70s there were three health food stores in Tucson, Arizona. Ms. Belle Drake was a clerk at one of those stores and I use to shop there and built a friendship with her over the years. She was a wonderful woman and very patient when people would complain to her that the owner was not stocking the items they wanted to purchase ... myself included. I remember her telling me "Genezie why don't you build your own health food store if you don't like this one?" and I told her that I would only do that "if she came along". She told me that she would but "would only work for us for 20 years!!".

New Life sought out a location and found 1200 square feet located at 4841 E. Speedway. That was our first and is now our largest store in Tucson. We negotiated a lease, took all the money we had, constructed the store, and purchased as much merchandise as we could on very limited financial resources. There is no way we could do today what we did then. In fact, the first cash register we had was a real clunker ... it weighed more than all the staff put together.

We opened August 14, 1970, and our sales were a grand total of \$256.00. We thought we were rich!! It amazed us that people would actually come in and shop. Since that opening, New Life has been blessed with not only wonderful, dedicated customers (many who shopped in 1970 are still coming in), but also with long-time employees who are the backbone of any business. We have many employees who have



Organic Produce at our Speedway Location

served the company for over 25 years and we are proud of each and every one of them.

Our customers, over the years, have become involved with the company by making suggestions as to how we can improve our performance as well as asking us to stock items which they cannot get anywhere else. Our inventories are continually changing due to the requests of our customers. This partnership is what makes a business.

We have four brick and mortar stores in Tucson, Arizona, and now our wonderful website store. Our Motto is "New Life *KNOWS* Nutrition!" because we make it a point of keeping our staff up on the latest products and information in the industry. We bring in different trainers each month to teach them about the different lines, products and the latest in research results so that they can pass that knowledge along to you. We want to serve you in whatever way we can so that you live long, healthy, happy lives.

Belle Drake, bless her, fulfilled her commitment to us by serving us for 19 years and 11 months when she lost her battle with cancer. Her picture is on the wall in our main office and there isn't a day that goes by that we don't look at her and say "Thanks Belle. We Love you."

And, thanks to all of you wonderful people who come to us for help, advice, understanding and products. We hope that we will be here for as long as it takes to give the gift of good health!

Thanks for shopping with us in Tucson and on-line.....Gene & Linda Burns.