

and I didn't know enough to step back, take it slower, and hire help. My father got sick and I spent a lot of time caring for him and not caring for the business and the business died right along with my dad.

That brings us to the present: freelance writing and Get Booked. I'm very busy trying to make a living while I make myself happy. If you're interested in the ins and outs of starting a business from scratch, hop onto my blog, "Dreams into Reality." You can get there from here, or you can go to: [dreamstoreality.blogstream.com](http://dreamstoreality.blogstream.com).

This trip through my working life has been interesting, with over 30 years of flashcards going through my mind. Although I love what I've chosen to do, I think I would like the chance to go back into radio. Maybe I will. After all, the big lesson for me is I don't have to be one thing.

Thank you God.

## Sherry's Story

When I was a kid people would always ask, "what do you want to be when you grow up?" They really didn't care; they were just passing time, filling the silence until another adult came around. I'd stall for an answer just long enough so I wouldn't have to answer at all. It was the hardest question anyone could ask me. Still is.

Choose one thing to be for the rest of my life? I had anxiety before I knew there was a name for it. I was/am interested in so many things: theater, music, books, film, medicine, art, philosophy, comedy, pharmacology, cooking, acting, dance, singing, psychology, food, computer graphics, sound, steam cleaning, parenting, travel, fitness, the Holocaust, photography, advertising, writing, nutrition, ethics, death and dying, plumbing...the only thing that will never be on my list is math.

Always stuck with believing I had to choose one thing stopped me from choosing any, so I would step into jobs the way one steps into an abyss – blinded, totally unprepared, not knowing when and if I'd land, but land I did, and I even succeeded.

As Director of Volunteer Services for Family Service Association I learned to create brochures and write press releases, supervise others, and work with a board of directors. I also got first hand retail experience there by opening a very profitable thrift store called, "Second Hand Rose."

Family Services was the first job I fell into as a rent-paying, car-owning adult. After I traveled around the country singing and dancing in people's mashed potatoes in dinner theater and running through fake fires in television shows, I came to the realization that I could not survive on ketchup soup for the rest of my life, and came home to find a "real job."

A member of FSA's board of directors thought I'd be good on the radio and arranged for an interview with the news director at the station where he worked. He was right. I was a natural, and my career as a broadcast journalist began. Working at a CBS affiliate allowed me to submit local stories of national interest to the network. At the time Atlantic City was on the threshold of being the second city in the country to legalize gambling (Las Vegas is #1) so local news had national interest. I began stringing for the Associated Press Radio and CBS radio on short news pieces and then on longer (4-minutes – an eternity in radio time) entertainment pieces that aired around the world. I anchored an evening newscast, did commercials, learned how to engineer, edit audiotape and tell an entire story in 60 seconds or less. I also had the opportunity to interview many people in show business that I had envied for years. I don't envy any of them any more.

Given 20/20 hindsight I can see that I had an excellent shot of moving to network radio and then, well, who knows. But at the time, marriage and a family seemed like a much better (and what was I thinking, easier) route. So I became a Sadie – a married lady. And I am blessed with two amazing children.

As they grew I went back to radio at a smaller station and worked the unbelievable 5:00 A. M. to noon shift. Then I got a "real job" as assistant director of public relations for Atlantic City Medical Center. I stayed there for nearly 11 years and learned so much. I loved that job for a long time. Then I didn't love it and left. I liked the work but not the corporate world so I did the same work but now it was my company: Sherry Hoffman Public Relations. A great big success until it failed. It got too big too fast