

The N Effect

Forget titling this section Prelude—let's just jump right into it!

The 'N' Effect is an abbreviated form of the original title:

The Naugle Effect

Each of us has had one person in our life that left an indelible mark, be it through certain traits, specific events, or lessons learned. Usually it is because the person served as a source of motivation, be it positive or negative. For me this person was my grandfather, Dick Naugle. This book was written, in part, to explain the reasons why.

This project has evolved not over days, weeks or months, and not even years—it is more like decades! Even though there is a business aspect to the book, *The 'N' Effect* deals with the story on a more personal level.

I have been asked repeatedly about the genre of this book. Initially it was written as a simple biography- being placed in the Top Sellers Section, no seriously in the Biography Section?

Then as the project progressed in could either be in the Business or Entrepreneurship Section? There are some simple, yet profound rules or guidelines that any enterprising sole could take to heart. Even though it is geared to the foodservice industry, it could apply to any type of customer based service or hospitality business today.

Is it an inspirational book? Most definitely, and it could be placed in the Inspiration from Favorite Authors Section.

Lastly, no doubt some of the information and personal stories shared could easily fall under the Self-Help Section.

Where in the heck do we put this book in the library? The answer is “All of the Above,” in that the book categorically molds itself based on the needs of the reader. For any writer this is considered a NO-NO, but as you will see this will fit the Dick Naugle Mold.

In the end, this project took an unexpected turn. I quickly came to realize just how much my grandfather had EFFECTED or truly INFLUENCED my life.

When taking a close look at the word Influence, I came to the realization that individuals primarily used it to gain or get something in return. Be it power,



money, stature in the community and books were written to tell you how to accomplish such feats.

But the influence that I am discussing is much more subtle. It is the people that have influenced you as a person, for good or bad, whether you know it or not! I believe most people have not truly taken the time to reflect.

So I started asking the question-

“Who Influenced You the Most?”

Standard response was normally Mom, Dad, Mom and Dad or guardian who clothed, fed and put a shelter over their head. But as what someone had done to me after handing out my initial manuscripts, an individual I hardly knew sat with me for over 30 minutes and kept at me-

“There has to be others,” she stated emphatically!

At first my response was my Mom, but it truly was my Grandfather—40-50%. My Mom was second.

I realized that this was an exercise I had never undertaken previously. Then the story of Mr. Hurd surfaced, but this was intentionally left to the end of the book. And it will prove the point concerning our need to look back and reflect.

So as Dick Naugle would have wanted, or been asking by now, “Sonny, what is the purpose for reading this book—beyond the obvious?” My response would be to quickly state, “to get other souls to reflect and hopefully share some of these stories of trials, tribulations and inspiration.”

To ultimately realize that the POWER OF INFLUENCE is all around us on a daily basis and for us to determine the positive and negative EFFECTS, it can have on our lives.

Structure of the Reading

This structure of the book was specifically designed to intermingle biographical and historical information with business philosophies acquired the hard way—from the “School of Hard Knocks.” The author has added a personal touch by placing never-before-shared stories at the end of some of the chapters to inject some humor in a not-always-funny biography.

Most of the information conveyed in the book was trusted directly to the author by Dick Naugle himself in the years following his retirement from the fast-food industry. Many of the notes, thoughts, and principles are penned from his original handwritten documentation. Some of the documentation goes back to before the original Del Taco to *Naugles* initial years of operations.



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Before diving into the material you may want to watch the
“Dick Naugle’s Twin Kitchen Concept” video
www.naugles.com.

Genius is often defined as being exceptionally gifted or intelligent.

Dick Naugle was never respected in this manner due to his brash exterior and having had only a 4th grade education. The other part of genius, though, has to do with creativity and natural ability. Grandpa had plenty of both. What he had that a lot of geniuses do **NOT** have is **Common Sense**.

Just because you’re smart does NOT mean you have **Common Sense!**

First and foremost the book was authored to highlight the life of a lost pioneer of the "fast" food service industry. Many of Dick Naugle’s accomplishments to this day have never been matched or come close to being implemented on a large scale. He was the **TRUE** originator of the “Twin-Kitchen” concept.

I can see him laughing the way he did when someone would refer to his business as a “two-kitchen” concept. Does a mother give birth to “twos” or are they twins?

You are holding in your hands the little known story of how the Naugle name transformed the growth and development of American style Mexican Food and, more importantly, put the “FAST” in the Drive-Thru experience we have all come to know and expect today, with superior restaurant kitchen design and specific choice of menu items.

Although a biography of his life, this book includes a story of redemption and deals with a very tumultuous family history. How can decisions made in the family home affect a business or the entrepreneurial spirit? The book is intended to provoke thought and discussion and even to be a guide or tool for success.

From an educational standpoint, this work, together with proper support materials, could be used to coach individuals seeking employment or increase the likelihood of an aspiring restaurateur to develop a successful business plan of their own by relying on the principles Dick Naugle espoused and preached extensively. Many useful tidbits of info are highlighted throughout the book, and any one of them could easily be expanded upon.

From a business standpoint, these principles could be applied to any start-up or failing business to help it become successful and profitable. An abundance of these principles could be used in any type of business in which people are involved or deal with the public on a regular basis.



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Finally this book shows how redemption can be achieved... with a little help from God—no matter what life dishes out!

The www.naugles.com website has been specifically designed for not only friends of family of Naugle who may want to share, but it provides many opportunities for you to add your two cents on any number of topics. You--the reader--will have an opportunity to share some of your memories or stories, be they good or bad, because that is the way he would have wanted it. The website will continue to update and allow acquaintances from days past to post comments on the blog or photos on the site.

