

# Table of Contents

<b>I. Prologue</b> – Stanislav Knotek .....	7
<b>II. The Unforgettable Thomas J. Bata</b> .....	9
Zdeněk Pokluda - Coming Home to Zlín .....	10
Jiří F. Sedláček - I did not join a company, but a way of life .....	15
Rudolf Schuster - If you want to do business in this country, buy your property back .....	21
Jan Vrba - I can't sleep in a loss-making hotel .....	27
Ján Holčík - If you help me, I will go to Slovakia .....	29
Georgina Steinsky - The Embodiment of a Responsible Capitalist .....	33
Alena Gajdůšková - Thomas J. Bata will always be my inspiration .....	38
Magda Vašáryová - A Memory That Will Never Fade .....	40
Matěj Mináč - The Day that Changed My Life .....	44
Jaroslav Rybka - Thomas J. Bata Lives On .....	49
Michal Janský - If you don't know, just say so.... ..	54
Michaela Šojdrová - If we aim high and work hard, we will succeed .....	56
Pavel Stodůlka - Let's drink a nip of Slivovitz to our health! .....	58
Petr Chmela - Your pots are truly unbreakable .....	60
Jiří Rosenfeld - If You Want Good Co-Workers, Train Them Yourself .....	62
Karel Hořelka - Do my laces up tight, and I mean tight! .....	66
Jaroslav Odstrčil - I can't just sit around, waiting for my shoes to be re-soled .....	69
Libor Lukáš - And who do you think will be buying this? .....	73
František Bělíček - You're Bata? Anyone could say that! .....	76
Petr Sáha - All it takes is just to keep going .....	78
Lucie Pilipová - Tom, Sonja And Their Boundless Energy .....	82
Andrea Kadlčíková - As a matter of fact, I rest all the time .....	85
František Hajdůch - Dolní Němčí must be full of good, hard-working people .....	87
Jan Pijáček - How Thomas J. Bata Helped To Build A Maypole In Vlčnov .....	89
Leoš Novotný - Thomas J. Bata - Inspiring Visionary .....	92
Martina Kadlčíková - Even Door Handles Obeyed Him! .....	94
Miroslav Hovořák - Make a go of it or you will go! .....	95
Ondřej Mazuch - He was like a friend .....	97

Pavel Hajný	- Coffee or tea? .....	99
Pavel Velev	- What are you going to do now that Mr. Bata has fired you? ...	101
Věra Maršíková	- His dearest wish was never granted .....	104
Stanislav Knotek	- Say that I jumped out as well .....	108

### **III. Turning An Omelet Back Into Eggs, or From Post-War Ruin To The Largest Shoemaking Company In The World**

The situation at the Bata organization after World War II .....	116
Building the largest shoemaking empire in the world .....	123

### **IV. From Inexperience to Wisdom (selected articles, speeches and essays of Thomas J. Bata)**

Mountaineering in Switzerland (1929) .....	144
Our department stores in 40 years time (1934) .....	146
The importance of movement in business (1935) .....	149
Thomas Jan Bata's acceptance speech for the title of Doctor Honoris Causa (1992) ...	153
Thomas J. Bata, the first chairman of the Alumni Club of the Bata School Of Work (1992) ...	157
People at the heart of the new economy (2000) .....	160
Thomas J. Bata's statement on the compensation claim for the nationalized Bata assets (2007) .....	166
Thomas J. Bata's statement on Jan Antonín Baťa's judicial rehabilitation (2007) .....	169

### **V. Some More Things We Should Know About Thomas J. Bata**

Overview of important posts with international reach and significance .....	171
Overview of prestigious titles and awards .....	175
Junior Achievement Amabassador in the Czech Republic and Slovakia .....	178
Birth and mission of the Thomas Bata Foundation .....	181
Commitment to Canadian Armed Forces .....	186