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**We're ALL On The
SAME TEAM**



**And The More
We Play Together
The Better We Sound**



TEAM work Makes The DREAM Work!

The grocery store. It's filled with an almost unimaginable diversity of products. You want a banana? Got it. Greeting card? Got it. Hot sauce? Got it. So many things. How is that even possible?

It started with a vision: one place where shoppers could find lima beans, eggs, and People magazines. Okay. Maybe the vision wasn't that specific. But there were those who said, "I'd like to buy a lot of different foods and other stuff in one place. Let's make it happen."

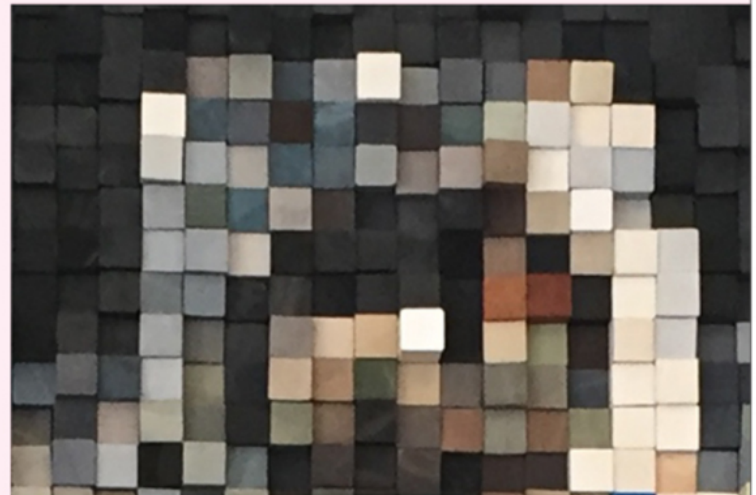
Money was funded. A building was created (or occupied). Representatives from countless manufacturers proposed bringing their goods to market. Workers were hired to unload the products, stock them, sell them, and manage the books. Others were hired to market the grocery store. Still others were contracted to plow the parking lot when it snowed or make repairs if a window broke or a refrigerated shelving system conked out.

It takes a team. And the team does it. So the next time you step out for a loaf of bread, thank the team.

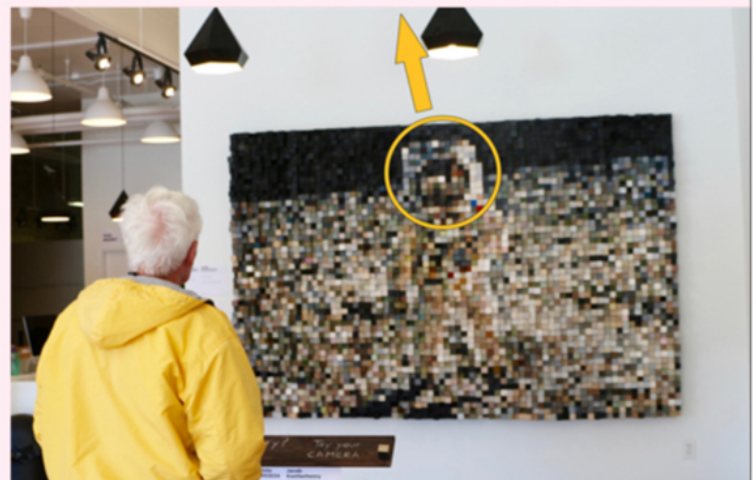
The space program. It began with a vision simply stated by President Kennedy to Congress on May 25th, 1961: "This nation should commit itself to achieving the goal, before the decade is out, of landing a man on the moon and returning him safely to the earth."

Project Mercury, the U.S. program to put a human in space began. It cost \$277M (1965 dollars). Project Gemini (\$1.7B in 1967 dollars) developed space travel techniques that would be needed for a successful Moon landing. Finally, July 20, 1969, five months before the end of the decade, Neil Armstrong and Buzz Aldrin set foot on the Moon. At its peak, 400,000 people worked

on the Apollo program (\$25.4B in total in 1973 dollars), people supported by more than 20,000 businesses and universities.



While every individual working on creating a successful Moon landing may not have known exactly how their work fit into the entire effort, all the pieces in the puzzle came together to create magic.



CREATIVITY



The light bulb

The common belief is that Thomas Alva Edison invented a first-of-its-kind 'glow-in-the-dark' light bulb. In fact, a Thomas Alva Edison would confuse you with a Thomas Alva Edison!

The truth is that many people throughout Europe and America had been working to develop the light bulb since the mid-18th century.

In 1781, it was shown by Benjamin Franklin

that many people contributed to that patent.

In all, Edison talked 1,000 patents in the United States, a total of 2,332 patents around the world. Quite an impressive number for one person. But it wasn't one person, Edison's laboratory complex in West Orange, NJ, where he worked for 40 years after his Menlo Park facility, employed a multitude of diverse talented people, more than 200 machinists, scientists, craftsmen, and laborers helped bring Edison's ideas to life.

These scores of people were organized in teams, with each team working to turn an idea into something that could be manufactured. The process involved taking an idea, building a prototype, and then creating a working model from that. Clearly not any one person could do that for each of 1,000 patents. But as smart as Edison was, one of his greatest realizations was that he could not only create more with the help of others, he could create 'better' by adding more minds to any



that a heated wire created incandescence.
Franklin
to use
through
the air
in 1781
to invent
the incandescent light bulb.
And there were just a few of the 22 inventors of incandescent lamps noted by historians Robert Franklin and Paul Franklin before Edison's patent.
Four years before Edison's 1878 patent, Canadian inventors Henry Woodward and Matthew Evans earned a patent for a lamp. Unfortunately, they were unsuccessful at commercializing it. Fortunately, they found a buyer for their patent. In 1878, they sold it to Thomas Edison. If you can't out-invent them, buy them.
Another common belief is that while Edison didn't invent the light bulb, he did discover a filament that burned long enough to make the light bulb commercially viable. That's at least partly true.
It was in 1878 that Edison began developing a practical light bulb. By this time he had been in his Menlo Park laboratory for 4 years and had already teamed with many scientists who would work with him for the rest of their lives. So when he filed his first light bulb patent application, 'Improvement in Electric Lights,' on 14 October, 1878 there's no telling just how

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Edison was to result in this. A new employee starts working for Edison. He asks what the rules are. Edison's reply: "There aren't no rules around here. We're trying to accomplish something."

His West Orange complex was so prolific, Edison and the hundreds of people who worked for him gave the world, among other inventions, the alkaline storage battery, the movie camera, the electric pen, the first talking pictures, the cinematograph, and the phonograph, as well as major improvements to the photograph. And cement houses, a variable flip.

This is the reason why Edison's stories have so many writers. Turn out a takes a lot of brain power to turn out even half comedy. And cement houses.



BLENDS

COMPLEMENTARY

STRENGTHS



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Marilyn vos Savant is very smart.

Guinness World Records noted she had highest IQ ever recorded, 228, when Marilyn was 10 years of age. The test revealed that she had an IQ equivalent to a mental age of 22 years and 10 months. While this is pretty impressive on one hand, on the other, if you've ever been to a sports bar inhabited by young 20-somethings on a Saturday night, you'll realize that most of us have an IQ that is probably well into the 100s. That Guinness World Record has retired IQ as a competitive category and that many people question the validity of IQ tests is beside the point. The point is that if you ever read vos Savant's "Ask Marilyn" column in Parade Magazine, you'll realize that by any measure, Marilyn vos Savant is very smart. And undoubtedly, she would agree that teams benefit from complementary strengths.

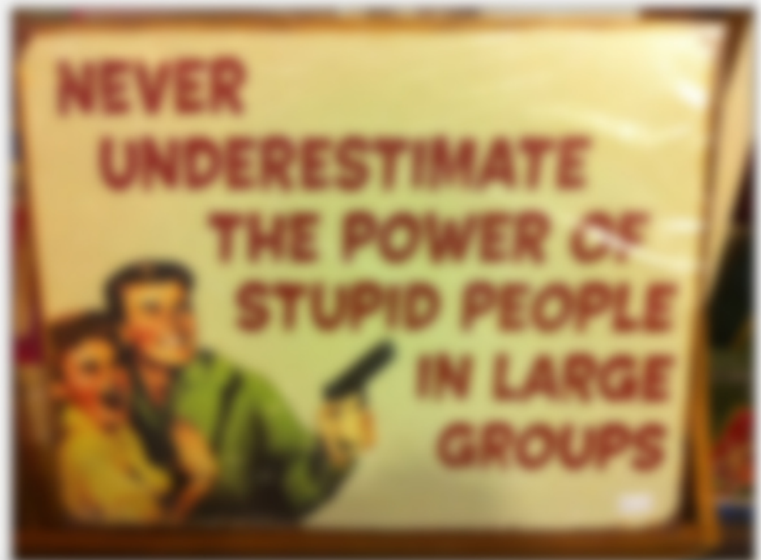
Take this group of young men on Fremont Street in Las Vegas as an example. One is designer. Another a mechanic. One guy is a linguist. Another is a weapons expert. And the last guy is a make-up artist. If they were members of the "Impossible Missions Force," they would be the perfect team to swing in for Captain Jack and

utilize a well-known on the black market European arms dealer who knows the location of tested nuclear material. But that's not the team they're on. They're on the drink too much, gamble poorly, have no personal boundaries team. Also unfortunately, this is a team they all believe have worked hard to earn a place on.

Clearly equally important as a diversity of strengths are to a team is a vision of the team's goal. For example, a construction team may be comprised of the best builders in the business. However, if the architectural plan that they're working from is for the Tacoma Narrows

bridge, the architect's plans, was not able to withstand a relatively modest 42 mph wind. Apparently the wind not only blew, so did the architect.

Now while the people who constructed the bridge according to plan were, presumably, not stupid, the plan they were working to was less than well thought out. Let that be a lesson to all you unformed large groups out there.



DIVERSITY OF VIEWPOINTS



Nobody knows everything.

Some think they do, but chances are if you tested them, you'd discover they don't. Even Mark Zuckerberg, who apparently has done

too fat, low of articles made with organic ingredients sold at upscale grocery stores.

FOOD COMPANY B: The brainstorming session includes a wide diversity of people, some from within the company, many outside of the company, and some from outside of the industry: some company executives, of course; two people from the cleaning crew that's contracted to clean the company's offices after hours; a food truck operator; a single mom; a couple of young people; and the owner of a fast food business. The product the mix of people comes up with—a line of

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How do you know you know everything?

- Nothing to learn;
- No surprises;
- No need to ever ask any questions, "Why?" "How?" You wouldn't ask anything because you already know it all.
- You'd be invulnerable at parties; you know it all.
- No one would want you to work for them because they would resent the fact that no matter what they told you, both of you would know they know better.

It is that no one knows—or has experienced—everything that is one of the greatest assets of a team. The more people on a team, the greater the diversity of knowledge and experience. It's for this reason that there is great benefit to bringing in a true outsider to any team...or at least to any brainstorming session.

Let's compare the brainstorming efforts of two fictional food companies trying to come up with the next breakthrough product.

FOOD COMPANY A: The company's most senior executives are assembled. Additionally the country's most renowned chef is added to the team. The product that the team decides is the next big thing—a high end,

but even if the products suggested aren't exactly the

anything that might be created, the concept is clear: greater results come from the greatest diversity of input. To rephrase the old WWII "Garbage in Garbage out" axiom, "Greatness of diversity in Greatness out."

That's the exciting thing about a rainbow. Not only is it a dramatic visual eruption of infinite possibilities, it also embraces everyone under it, as well as everyone else who can see it.

That's a lot of "greatness!"



SUPPORT



A marathon. How do you ever run one? If so, why? If not, you've proven your sanity. At least as far as running marathons goes.

By the way, you can't just run a marathon. You need a team of support people. You need a team of support people. You need a team of support people.

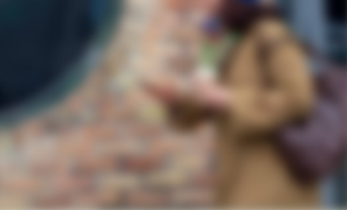
the shoes, the getting to and from the race. At the starting line there's the need to store your street clothes. Along the race there's the refreshment areas, places to get water and snacks. There are the crews and sanitation people who prepare the race route and clean up after it. There are the people who staff an area the day or two before the race where runners pick up their "jackets" with their bibs and timing devices. There are the people who cut the timing device from your shoe after you (hopefully) cross the finish line. Also at the finish line are people with the shoe "blankets," the medals, and the liquid and solid carbohydrates so desperately needed by runners' bodies. Along the race route are the countless signs of support. If runners are lucky, they have loved ones along the route cheering them on. If they don't know anyone along the route, they're still cheered along every step of the way by impressed strangers. In 26.2 miles, that's a lot of strangers.

The point is no runner is alone. Each has a team of people supporting his or her efforts.

Life is, if we're lucky, its own marathon. It's lengthy and filled with unknown challenges. It includes a mix of straightaways, arduous uphill slopes, and enervating downhill sprints. The "route" isn't marked and we may not know exactly who's running along with us, but it's a marathon nonetheless. And like the team that supports the marathon runner along the 26.2 mile race route, we, too, have a team of people that support us in our efforts, cheering us on and wishing for our success, just as we have people who we support and who we cheer on and wish the best.

When things are going especially well for us we tend to forget those who are so fundamental to our success.

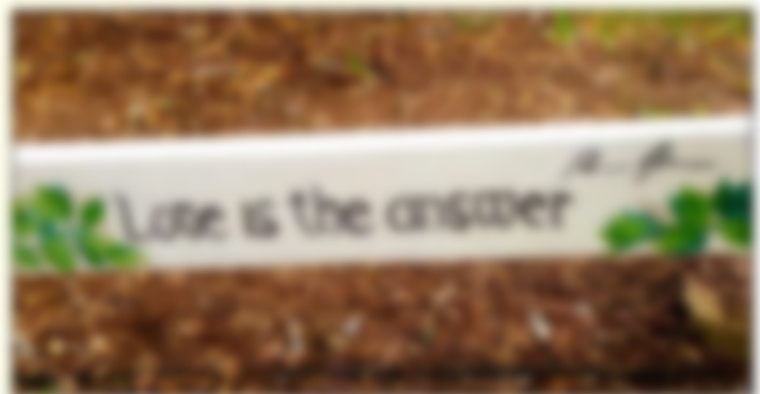
That's when we realize just how important our support team is. And the best way to ensure we have support when we need it? Be supportive of others in their marathon. After all, as the sign to the left that inspires smiles of those who pass it reminds us in unpretentious lower case letters, "we all live here."



And even if we don't know the question that inspired that thought, we do know "Love is the answer."

Love is the answer.

Love is the answer.



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OF

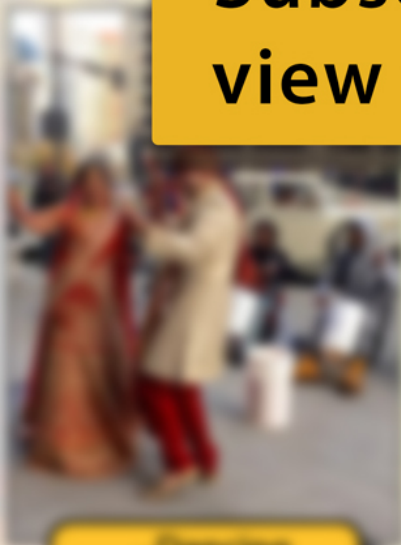
TEAM work



include more...



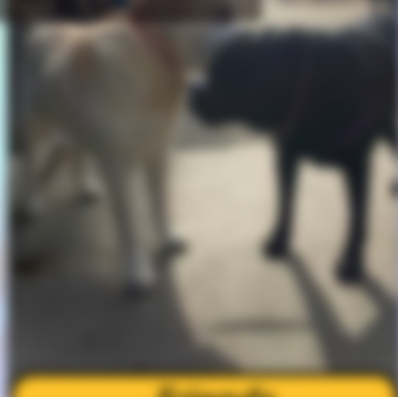
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