







**Marketing Gone Mad**

At the Coca-Cola Company, we have built and grown for more than 110 years. Remaining disciplined to our mission has brought us to remarkable places. Not long ago, we did some research and came up with an interesting set of facts.

A billion hours ago, human life appeared on Earth.

A billion minutes ago, Christianity emerged.

A billion seconds ago, the Beatles performed on The Ed Sullivan Show.

A billion Coca-Colas ago was yesterday morning.

And the question we are asking ourselves now is: What must we do to make a billion Coca-Colas ago be this morning?

*Address by Roberto C. Goizueta, Chairman, CEO, Coca-Cola, delivered to the Executive Club of Chicago, Chicago, Illinois, November 20, 1996. Taken from Vital Speeches of the Day, January 15, 1997, p. 201.*

**You Can Be My Husband**

Communication. It's difficult. Of course, the perennial complaint of women is that men don't communicate their feelings. A little girl and a little boy were at day care one day. The girl approached the boy and said, "Hey Billy, want to play house?" He said, "Sure! What do you want me to do?" Sally replied, "I want you to communicate your feelings." "Communicate my feelings?" said a bewildered Billy. "I have no idea what that means." The little girl nods and says, "Perfect. You can be the husband."

*Staff*

**We Want It Our Way**

The story of Faust by Goethe has become part of our heritage. Faust was a man who longed for romance, academic success, and wealth. Unable to find these on his own, he made a pact with the devil. If he could be granted his wishes, have his true worth made public and enjoy its fruits, then he would give his soul to the devil. Sure enough, he enjoyed marvelous romances, fabulous successes, and much wealth. Oddly enough, when the time came, he was unwilling to keep his part of the bargain. I wonder if there is a parallel here. We put Jesus off, promising, "Just one more of this and one more of that -- then I will be willing to go with you, Jesus." Are we not like little Fausts, wanting to have it our way? After all, we say, we deserve it! And what do we say to Jesus when he comes to claim us?

**NOTES**

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Remember, no one is worthless. Any person can always be held up as a bad example.

*Anonymous*

**We Will Not Deny Ourselves**

I think of a young couple I know. They're in their early thirties, and both work hard at their respective careers. When they get around little children, their hands go out to pick them up and love them. Sometimes they talk about having children of their own. But the young woman is on a career track and isn't sure she will ever be as successful as she wants if she stops to have children. Her husband is sympathetic. He has been well schooled in feminist thought. It isn't right for his wife to give up anything in her career to have children, he says, even if in her heart she desires to be a mother. Her success is more important than having children. She has got to fulfill her manifest destiny!

And then there's the man in later middle-age, a successful engineer who chairs a large department in his company, who is leaving his wife for a young surfer with tight "abs", as abdominal muscles are now called. His friends have argued with him about the decision. His children tell him he is throwing over years of relationship with a wonderful woman for a mere biological attraction. But he counters by saying he has only one life to live and he cannot deny himself the pleasure of this young woman with the taut body.

You see? Just like the man in the biblical story. Thinking about the self and how to fulfill it, how to help it realize all its potential before decline and death. It has become a mania in our time.

*Dr. John Killinger, Sermon: "The Real Way to Personal Fulfillment"*

**Let It Crawl, Reverend!**

Flip Wilson had a weekly TV comedy show back in the 70s, and one of his favorite characters to portray was Brother Leroy. In one skit, Brother Leroy was leading services one Sunday morning. It wasn't going very well. People weren't very responsive. It came time to receive the offering and so Brother Leroy passed the collection plates. They came back empty. So he passed them again. Same thing. Empty. Brother Leroy then went before the people and said, "Now, I know that you all want this church to progress. This church must progress." No response from the congregation. Brother Leroy shouted a bit louder: "Now, before this church can progress it has to crawl, this church has got to crawl." And the congregation started

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**The Unfinished Dream**

America is essentially a dream, a dream as yet unfulfilled. It is a dream of a land where (people) of all races, of all nationalities and of all creeds can live together as brothers [and sisters]."

*Martin Luther King, Jr.*

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