



“DOWN WITH MOTHER’S DAY!”

is what the founder of Mother’s Day, Anna Jarvis, would say just six years after getting Woodrow Wilson to make it a national holiday in 1914. Anna’s wish to honor her mother for the sacrifices she made for the family had become buried beneath a flurry of flowers and greeting cards. It had become too commercialized.

“I hope that someone, sometime will found a memorial mother’s day commemorating her for the matchless service she renders to humanity in every field of life. She is entitled to it.”

is what her mother’s prayer was. Considering Anna’s intent behind the holiday, I think that her mother would have been proud of her. Anna took much effort and persistence to honor her mother for the shining example she had been, and then did her best to defend the day she made from profiteers.

“It’s not only children who grow. Parents do too. As much as we watch to see what our children do with their lives, they are watching us to see what we do with ours. I can’t tell my children to reach for the sun. All I can do is reach for it myself.”

Considering this quote from Joyce Maynard, we can see that honor is shown by children on Mother’s Day but that the mothers have the honor of raising their children through their constant example.

Don’t forget that Mother’s Day is May 8th.

EASTER 2.0

May 1st marked the celebration of Easter this year for all the Eastern Churches, whereas the Western Churches celebrated on March 27th. What causes these date differences is the formula used to calculate Easter has a slight variation in practice. Both churches use the following formula:

“The first Sunday after the first full moon on or after vernal equinox.”

Eastern Churches add the following stipulation: *it must be after Jewish Passover*, as Passover occurred before Resurrection Sunday when Jesus entered into Jerusalem.

Two final stipulations can also cause a variation in celebration dates: *measuring of when the moon is full and when vernal equinox occurs.*

Fun Facts: The Eastern Churches still use the Julian calendar for most holidays. Even with all these calculation differences, Easter often occurs on the same day for both the East and West.

WHAT STORY IS YOUR BUSINESS TELLING?

Where does a business get its success? Capital on site and net revenues explain whether a business is being financially profitable, but the true value of a business is hard to discern, as it is the reason people keep coming back. Peering into the depths of that realm will better shape a business into a lean creature it is meant to be. By looking at successful industry leaders two elements seem to pop out, Tool & Story.

The first obvious element is Tool. Can other people immediately find value in your business? Will the product make their lives better, easier, more fun, etc? If so, then the business has a good shot at succeeding. Looking at Yellow Pages, Walmart, countless apps, and even search engines, we can see that they streamlined a need in the community into a tool that everyone can easily use. There is no fluff, but simply a transformational idea that makes people not want to go back to the way things were before subscribing to their product.

The second element is story. The most astounding usage of story to sell a product is to make a story your product. Writers have done this of course, but displaying more ingenuity and prowess are the creators of trading card games. They exhibit a fictional story on basically a bunch of different business cards, yet people swarm to their items and rally behind their creative world. Companies to varying degrees, utilize story to build community by adding an allure of image. Customers want that image to be part of theirs and stand behind and even promote the product. Companies that use story to their advantage are Apple, Monster, Tom’s Shoes, Walt Disney, etc. Most large companies have or are developing their story. Even MacDonald’s is rewriting their story from that of a cheap burger place, to a place that one can be happy and active at, a place that gives back.

Be aware of the tools you provide to a customer and the story you are telling about your company. Honing these aspects may make you a major player in your industry.

MAY 1 - MAY 31 SPECIALS

AKUAFOIL STICKERS

20% OFF

FOLDERS

15% OFF

CANVAS

10% OFF

BLOCK-OUT BANNERS

20% OFF