

The '100 Great Icons'

COCA COLA – FORMULA FOR SUCCESS

IT'S JUST A DARK, SWEET, FIZZY DRINK WHICH OUR MUMS TOLD US IS BAD FOR OUR TEETH, BUT IN ITS SIMPLICITY THE COCA-COLA BRAND HAS MANAGED TO BECOME THE MOST RECOGNISED CULTURAL ICON ON EARTH.



Very few inventors can claim their product has truly changed the world. But the dark brew, which physician and chemist John Pemberton formulated in his laboratory as a tonic for common medical problems, has gone beyond a product, beyond a brand, into the realm of cultural phenomenon. Consider that the world's most-recognised word is 'okay'. Then take a stab at the world's second-most-recognised word. Believe it or not, it's 'Coca-Cola'! And although Santa Claus always wore red and white, the image of him we know today was popularised by a series of 1930s Coca-Cola advertisements, in which artist Haddon Sundblom precisely matched the portly gift giver's outfit with Coke's corporate colours. When Pemberton first concocted his formula in Atlanta, Georgia, it was a result of the 1885 prohibition laws. The anti-alcohol movement had stifled sales of another of his tonics, 'Pemberton's first Coca Cola recipe included cola nuts, containing caffeine, and coca cola leaves, containing cocaine (all cocaine was removed on the early 1900s). He carried a jug of his wicked brew down the road to Jacob's Pharmacy and mixed it with carbonated water.

The drink was sold for five cents a glass, and in its first year the pharmacy managed to sell an average of nine glasses each day, which didn't even cover costs. Today, in the next twenty-four hours, over one billion drinks of Coca Cola will be consumed worldwide, covering costs very nicely.

And what a business it is today. The Coca-Cola Company claims that if all the bottles of Coke ever produced were stacked on top of each other, they'd stretch to the moon and back 1045 times – as good an argument as any for recycling. There are around 10,450 soft drinks from the Coca-Cola Company consumed every second of every day. And what of the mysterious Coca-Cola formula? There is just one copy, in written form only, and it's kept in a vault in SunTrust Bank in Atlanta, Georgia. Fewer than ten people know the formula, and the vault can only be opened in an emergency.

FAST FACTS:

- 1886:** John Pemberton mixes his first batch of syrup. His business partner Frank Robinson calls it 'Coca-Cola', and writes it in the popular, following Spencerian script.
- 1891:** Pemberton sells the business to another Atlanta pharmacist, Asa Griggs Candler, for US\$2300, Candler grows the business by over 4000 per cent in the next ten years.
- 1915:** The Root Glass Company develops the 'hobble skirt' bottle for Coca-Cola, designed so that anybody can recognize the bottle, even in the dark or when it has been smashed.
- 1931:** Swedish commercial artist Haddon Sundblom develops his famous series of Santa Claus posters for the Coca-Cola Company
- 2004:** Australia's Northern Territory has the highest consumption of (Coca-Cola Company products in the world. (Every year the thirsty locals chug down an average of 529.7 drinks each.

From Chris Sheedy & Jenny Bond

"The RULES of LIFE"

Be aware of the damage you are doing

This Rule doesn't mean, as yet, that you have to do anything. All it means is a conscious decision to evaluate what you are doing to the environment, the world, and whether it is a good thing or a bad thing. You might choose to change what you do in the light of this evaluation. Or you may not, either because you figure what the heck or because you figure you're pretty 'green' already and don't need to change anything. The reason I say 'Don't do anything as yet,' is that it is all too easy to rush headlong into action without having all the facts in front of you. You need to know if the changes you are making are actually making things better or worse. For example, when my youngest child was born seriously concerned about the reports of the damage disposable nappies are doing. Apparently they take some 500 years to decompose. But I was also concerned terry nappies take a lot of washing with all the usage of electricity, soap, water etc. and some argue they are both as bad as each other when it comes to damaging the environment. Trouble is, you have to use something or you risk damaging your carpets... So you might like to consider what car you drive; what sort of heating you use in your house; how you get to your holiday destinations (planes aren't that environmentally friendly by all accounts); whether you recycle; if somebody else can use what you don't want – that sort of thing. I leave the details entirely up to you (heaven forbid that I should lecture anyone on these matters) but it's good to have a conscience about these things and to try and minimize the damage we are doing. This goes back to the big theme underpinning all of the Rules, namely that we need to go through our lives with our eyes open, conscious and aware of what we are doing and the effect we are having on the environment and on other people around us. We don't have to become goodly-goodies but we should be at least giving it some thought. I think the time for complacency is over and it really is time to consider the impact we make quite carefully. And once we have considered it, we might like to start making a few changes to improve things. If we all did a little bit, it would make a grand difference.

From Richard Templar

'Snippets'

Top 10 Inspiring Robin Williams Movie Quotes (Part 1 of 2)

1. "If I asked you about art, you'd probably give me the skinny... on every art book ever written. Michelangelo? You know a lot about him. Life's work, political aspirations. Him and the pope. Sexual orientation. The whole works, right? I bet you can't tell me what it smells like in the Sistine Chapel. You never actually stood there and looked up at that beautiful ceiling."—Sean Maguire (*Good Will Hunting*, 1997) Perhaps one of the best examples showing the contrast between knowledge and wisdom. While Matt Daemon's "Will Hunting" is a prime example of a genius. His overly ingenious mind has led him to become overly arrogant and assume he knows everything. Robin Williams' "Sean Maguire" puts Will Hunting in his place with this wonderful quote about reading about something and actually knowing something. It's like reading about dogs and actually holding a living breathing puppy in your arms.
2. "Carpe. Hear it? Carpe. Carpe diem. Seize the day, boys. Make your lives extraordinary."—John Keating (*Dead Poets Society*, 1989) The Dead Poets Society is probably responsible for the popularity of "Carpe Diem". Unknowingly we have become Sheeple who are simply reactive towards our environment. We simply react to the injustices of our everyday lives instead of proactively trying to live the life we were meant to live. Carpe Diem is a simple quote that reminds us that we are in charge of our life. Only we are able to seize the day. Only we are able to make our lives extraordinary.
3. "You think that mosquitos, monkeys, and lions are bad? That is just the beginning. I've seen things you've only seen in your nightmares. Things you can't even imagine. Things you can't even see."—Alan Parrish (*Jumanji*, 1995) Being chased by gigantic window smashing mosquitoes, rampaging monkeys that steal police cars, and rhinos stampeding through the street is a terrifying image. But imagining that you have to go through this entire ordeal by yourself is a scary thought. It brings to light how miserable being alone is. And it reminds you to be grateful to the people around you. Robin Williams reminds us that we'll always face nightmares, but it's better to face them together.
4. "But oh, to be free. Not to have to go "Poof! What do you need, "Poof! What do you need, Poof! What do you need?" To be my own master. Such a thing would be greater than all the magic and all the treasures in all the world."—Genie (*Aladdin*, 1992) Genie with all his power and magic was still confined inside his bottle. And each person who freed Genie only used him for his magic and doomed him to his lamp. Robin Williams quote as Genie shows that both we as a people are self-interested greedy being who only care about ourselves. And secondly that even the most powerful people are dependent on other. Everyone has a boss. Kings have to answer to their people.
5. "Oh, no. To live... to live would be an awfully big adventure."—Peter Banning/*Peter Pan* (*Hook*, 1991) After the movie ended Wendy asks Peter if his journey was over. One would think that someone trying to get back to a normal life after being to Never-Land would be quite a bore. But Robin Williams' Peter Bannings replies with great optimism that he looks forward to his life in the real world. While it would be great to live in an idealistic utopia, we all have to face reality eventually. Changing our perspective to see our professional life as an adventure is a great way to get through life. Robin Williams reminds us that life itself is an adventure.

FROM THE EDITOR

Well well. May already. Month five of twelve. Can you believe how quick 2018 is disappearing? The Thai water festival, Songkran has come and gone but all is revealed in the social pages. Birthdays feature in the social pages and also a few other events. For example Norm Bruce from Baucau has now left our shores. He single handedly set up East Timor Roofing as a Rotary project, but when it had to become self sufficient, Norm picked up the baton and ran with it. Today it is self funding, Norm leaves it in the hands of a Timorese manager and the business employs many local staff. It is a success story thanks to Norm. But Norm didn't go un-noticed and he received the Order Of Australia a few years back. Well deserved and down played by Norm who avoids the lime light. We are coming up for the 16th anniversary of the Restoration of Independence on 20th May. Other occasions have come to pass and not all were recorded (sometimes we don't get invited) but most occasions are herein. ELECTION in May? Let's hope for a happy rationalisation (if that is the word). Like always, if you're going somewhere, safe travelling. **Till next time. Cheers! Leith Carroll**

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