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# How to Live to 99

## BETTY WHITE'S SECRETS OF LONGEVITY

Beloved "Golden Girls" actress Betty White is still enjoying her golden years. The famed actress celebrated her 99th birthday this January. While she told People magazine that she's "blessed with good health, so turning 99 is no different than turning 98," she also had a few tips for folks looking to make it to their centennial birthday.

### Keep Laughing

"Don't take yourself too seriously," White says. "You can lie to others — not that I would — but you cannot lie to yourself." White has undoubtedly provided many laughs to viewers over the years, but she's not just playing it up for the camera. Laughter is part of what keeps her young.

### Be Optimistic

White says a good sense of humor also helps her keep a good attitude and look for the positive rather than "dwelling on the downside." Avoiding negativity also gives her energy. "It takes up too much energy being negative," she told People magazine.

### Stay Busy

With nearly eight decades of acting under her belt, six Emmys on her shelf, and over 120 screen credits to her name, White is no stranger

to hard work. As she told Parade in 2018, "I just love to work, so I'll keep working until they stop asking."

### Exercise Your Mind

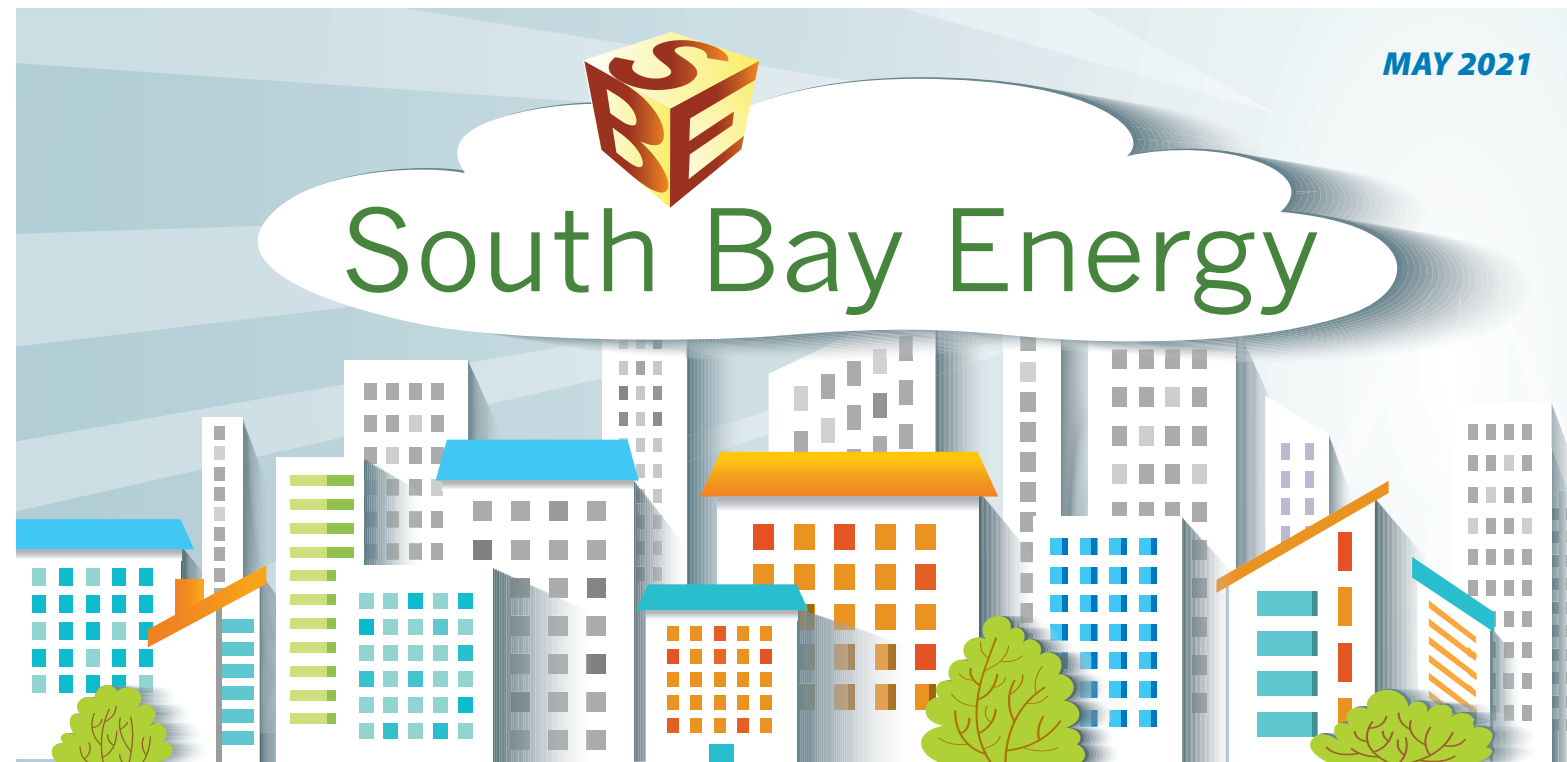
In addition to her busy work schedule, what keeps Betty White sharp? Crossword puzzles! She told Katie Couric in an interview, "I'm addicted. An admitted addict. I just can't put 'em down."

### Find a Cause

White is a lifelong animal lover. She calls her golden retriever, Pontiac, "the star of the house." While pet ownership itself comes with proven health benefits, White has channeled her love for animals in bigger causes. She's been a trustee and board member of the Greater Los Angeles Zoo Association for over 40 years and has done work to help protect endangered species in the wild. Funds raised from White's official fan club, Bet's Pets, all go to support animal charities.

### Embrace Your Vices

White told Parade she loves vodka and hot dogs "probably in that order," which just goes to show that you don't have to forgo your treats to live to 99.



# South Bay Energy

## Steve's Update

At the time of writing, it's very early spring. It's nice to finally get some nice weather and see some of the flowers start to come up! One of the first signs of spring for me is when the forsythia bushes start to bloom. Those are the yellow bushes here on Long Island that you see on the parkways. They are usually one of the first plants to bloom here.

One of the things I enjoy the most about spring is the activity in the Massapequa Preserve. All the critters start to come out. While walking along the path, I start to see more turtles, rabbits, snakes, chipmunks, and even ospreys. The ospreys hover above the lakes while looking for fish. Once they see a fish, they dive down and grab it right out of the water with their talons! It's quite a sight! On the right is a picture of an osprey catching a fish on Long Island somewhere. A member of a Facebook group I belong to took this picture. I am not that good of a photographer!

Spring also means it's time to start working on the vegetable garden. This has to be about the sixth or seventh year we are doing a vegetable garden. We

used to have bushes and trees in the corner of my backyard, but Tropical Storm Sandy and the flooding killed off everything in that back corner. Instead of replanting trees and bushes, we decided to make an annual vegetable garden. We will be doing the same thing as last year: tomatoes, eggplant, cucumbers, and zucchini. Every once in a while, I try to grow corn, but it never comes up that good. I try putting nutrients into the soil, but nothing seems to work. Maybe the soil needs some time to recoup whatever it needs. If anybody has any suggestions, please email me at [Steve@SouthBayEnergy.com](mailto:Steve@SouthBayEnergy.com). I have tried bone meal, blood meal, lime, and an organic soil booster. I am not sure what the soil booster is, but I get two 20- or 30-pound bags of the top soil and spread it around. This week, I have to get out there and hoe out all the weeds. That's the big joke around the house — Dad's out hoeing around the garden!



I should also start my GTO and 50 Pontiac Streamliner! Both should fire right up. The problem with the Streamliner is I still haven't fixed the brakes. My son, who is now 17, really wants to work on the car with me, so maybe we will get some father and son time and finally get this car to stop well. The GTO just needs to be washed!

- Steve Mellis



## Connecting Your Employees to Your Mission

*Making Your Passions Their Passions*

Your business might be doing well, but if your workforce doesn't feel any sort of personal connection to your business's mission, that could prevent lasting success. You want to boost employee morale and make them happy about their work. To reinvigorate your employees' passion for your business's mission, try a few of these tips.

**WALK THE TALK.**

Patagonia CEO Yvon Chouinard decided to make his products out of organic cotton after he saw how industrially grown cotton was hurting the environment. It cost more to do that, but he stuck to Patagonia's mission of creating environmentally friendly products. If you're not willing to sacrifice for your mission, then it's not your mission — and your employees will know it.

**MAKE IT CLEAR.**

Make sure everyone at your company knows exactly what your mission is. Only when employees have a clear understanding of the goal can they actually abide by it. If your mission statement can be interpreted in multiple ways, clarify it throughout all levels of your business.

**SPEAK PASSIONATELY ABOUT IT.**

While you want the mission itself to be exciting, even the most intriguing of mission statements will be DOA if your delivery doesn't convey your excitement. Humans are emotional creatures, so connecting with your employees emotionally in regard to your mission is just as important as the mission itself.

**MAKE IT PERSONAL.**

While you might think tying your personal story to the company's mission seems narcissistic, the truth is that your team wants to hear your story. People like stories, and if you can convey yours with honesty and humility, no one will think you're an egoist.

**RE-WORK IT.**

If your mission doesn't seem to be inspiring passion in your workforce, then maybe it's time to tweak it a little bit. Whether you're just starting in business or have had the same mission statement for 10 years, a new mission lived out, made clear, and made personal by you can spark a newfound appreciation for your business among your employees.

## The Bet That Spawned the Filet-O-Fish Sandwich

### Inside the McDonald's History Book

Every day, 68 million people dine under the iconic golden arches of McDonald's. If you're one of them, then you're probably intimately familiar with one of the most famous offerings on the menu after the McRib and the Big Mac: the Filet-O-Fish Sandwich.

This bestselling entree looks simple enough. It features a fried square of wild-caught fish nestled under a slice of American cheese and a smear of tartar sauce. But it has a contentious history. In fact, Ray Kroc, the owner of McDonald's who was immortalized in the 2016 movie "The Founder," didn't want the fishy offering on the menu. It ended up there anyway for one of the oldest reasons in the world: Kroc lost a bet.

The story starts back in 1962 in Cincinnati, Ohio. That year, an enterprising McDonald's franchisee named Lou Groen had a problem. His customer base was largely Catholic and abstained from eating meat on Fridays (not to mention during Lent!), and they weren't buying enough burgers to keep his restaurant afloat. According to the Smithsonian Magazine, on Fridays, Groen pulled in just \$75 per day. To combat that lack of sales, he masterminded a beef-free option, and the Filet-O-Fish Sandwich was born.

The problem came when Groen pitched the entree to Ray Kroc. The founder didn't approve. In a 2006 interview with Business Courier,



Groen recalled Kroc's reaction: "You're always coming up here with a bunch of crap!" he said. "I don't want my stores stunk up with the smell of fish." But at the end of the day, Kroc's motivation was profit. So, the two men made a bet. On Good Friday in 1962, select McDonald's would put both the Filet-O-Fish and a different meatless option, the pineapple-centric Hula Burger, on their menus. The entree that sold the best would stick around.

Since you've probably dined on a Filet-O-Fish and never heard of Hula Burger, you can guess what happened. Groen sold 350 Filet-O-Fish sandwiches. And Kroc? Well, he moved just six Hula Burgers. Fishy smell or not, the filet was there to stay.

Want to read up on more fast-food capers? Pick up the book "Drive-Thru Dreams: A Journey Through the Heart of America's Fast-Food Kingdom" by Adam Chandler. His KFC stories will blow your mind.

# HOW YOU CAN USE CUSTOMER STORIES

## To Make a Killer Marketing Campaign

Stories are one of the oldest forms of communication. For as long as there has been language, people have used words to spin stories and convey ideas. Today, when it comes to marketing your products, stories emotionally impact your customers in a way that mere facts never could.



How do stories do this? According to behavioral economist and author Peter McGraw, memories are built on associations. When you form a habit, routine, or ritual, you're essentially creating a new set of associations. Using stories, you can show how customers who use your product or service incorporate it into their rituals. If others see that your product has a benefit, they might be compelled to give it a try.

Before sharing testimonials of customers using your products willy-nilly, however, consider a few tips to help you curate the stories your customers share and see.

**Make your customers the center of the story.** Many businesses make their product or their brand the hero of the

story, but this isn't the most effective way to grab your customers' attention through storytelling. Instead, focusing on your customers, their rituals, and the success they've achieved can resonate a lot more powerfully. Of course, you'll want to make it clear how your product helped them achieve success.

**Meet your customers where they are.** Find a way to get customer feedback on the products and services your business provides. What do they like about your product? How have those products and services helped them the most?

Incorporating this information into your storytelling campaign can also ensure that those stories resonate a lot more with your customers.

**Ditch the jargon.** Always remember to keep your stories short, to the point, and accessible. No customer is going to be interested in reading an eight-page white paper or listen to a testimonial they can't understand because it's so full of industry jargon. That's the beauty of good storytelling — it can impact anyone, transcending industries.

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