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## *Some things aren't always what they seem!*

**T**his past August, my youngest son, Nathan, celebrated his birthday. And since this birthday was the "big 5," my wife, Jenny, and I decided that he could choose a special way to celebrate. Nathan chose to have Mr. Twister, a retired teacher turned children party entertainer, perform at his birthday party.

So, Mr. Twister showed up on Nathan's party day with all of his gizmos, gadgets, and games. And to the delight of all of the children and parents alike, he treated us with an afternoon of fun and giggles. One of the most anticipated parts of Mr. Twister's performance is his magic act. While he is, by no means, a nationally recognized illusionist, Mr Twister has developed a fine reputation in our area. As most parents these days, we captured his whole magic act on video.

Since I have always been fascinated by illusionists and their slight of the hand tricks, I decided to watch the video later that night. After watching and re-watching Mr. Twister's magic act a couple of times, I started to discover just how he pulled off some of his illusions. This discovery ruined my fascination of illusionists as I saw just how Mr. Twister and others like him "trick" their audience into believing something else. Some things aren't always what they seem.

Unfortunately, trickery has also been a means of business for some companies as we have seen in the news recently. For some reason, these companies felt they could not compete on their own laurels and thus, found the need to trick their customers and investors into believing something else. While this strategy created short-term success and wealth, in the end, the trickery was found out and stopped. In some cases, the damage caused by the trickery was irreversible.

Think now about the companies (or vendors) with which you deal. How long have they been around? Do they rest on their own laurels? Do you suspect any "trickery" on their part?

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**Some things are what they seem!**