

From soap bubbles to bubble gum

I'm a native of Chicago, which means that like many natives, I know shockingly little about my home town. Only when I return as a tourist do I learn more of its colorful history. It's particularly embarrassing to learn this history from my own husband, who enjoys taking historical city tours whenever we travel.

More than 23 billion dollars and 100 years of hindsight later the next step looks obvious. Stop producing soap and start producing gum. But I imagine that there must have been some in the Wrigley operation who said, "We're a soap company, not a gum company. Stick to what we know best." To which Wrigley undoubtedly answered,

"What we know best is not important if it no longer works!"

The fact remains that some—perhaps most—of our greatest advancements and successes come in response to adversity. If what we've become accustomed to doing doesn't work anymore there is an alternative to giving up: Adapt—our career choice,

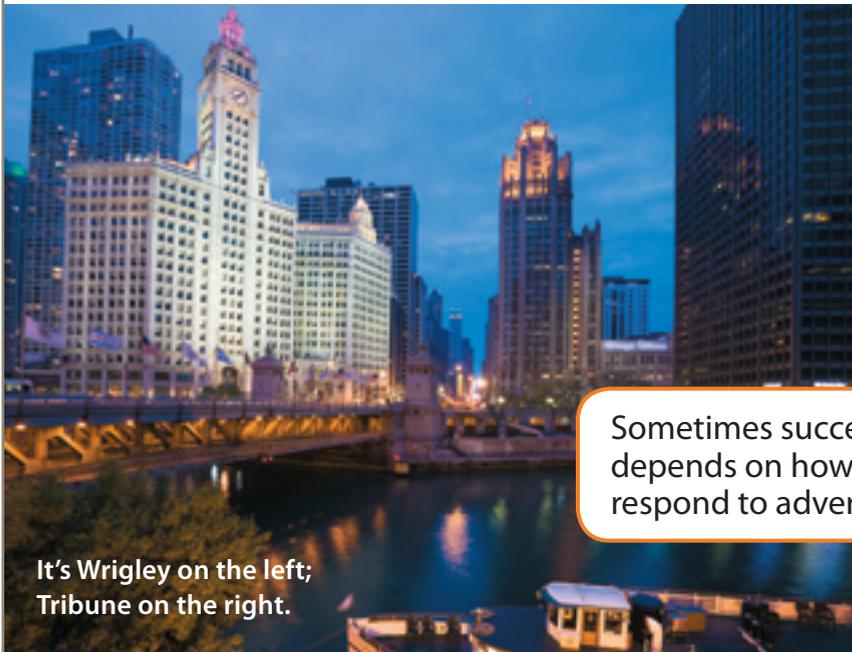
our appearance, our recreational lifestyle, our exercise and diet regimen, even our long-term goals.

Reading in this issue about those who have responded to the adversity of MS by adapting in so many ways, reminds

me of this famous quote attributed to William Wrigley: "Our doubts and our fears are our worst enemies."

Hope you've enjoyed chewing on **Momentum** this quarter!

Sometimes success depends on how well we respond to adversity.



It's Wrigley on the left; Tribune on the right.

After his latest Chicago tour (I opted for a little window shopping on the Magnificent Mile) we were walking along Michigan Avenue where I pointed out to him the famous Wrigley Tower of Wrigley chewing gum fame. "Actually," he corrected me, "that's the Tribune Tower. Wrigley Tower is right behind it."

Then he went on to tell me how, in the late 1800s, William Wrigley got his start by selling soap. Sales were going so poorly that he decided to add an incentive—a stick of chewing gum tacked to each tin of soap. When the soap tins started flying off the shelf, some 19th-century marketing guru determined that it was not because of the soap, it was because of the chewing gum.



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