

## The Red Sox Did It

In an unbelievable turnaround, the Boston Red Sox went from almost being swept by the New York Yankees in the American League championship games to doing a little sweeping of their own by defeating the St. Louis Cardinals 4-0 in the World Series. The Red Sox capped off this incredible feat Wednesday evening with a 3-0 shutout of the Cardinals -- in St. Louis.

Congratulations to Zo Long, Northeast Division vice president, and her associates, who are surely celebrating the victory today.

World Series champions! How does that sound to Red Sox fans? After decades of defeat, the Boston team didn't just beat St. Louis, which had the best record in baseball, it hammered the Cards. In the process, Boston came out from under what some have called a curse when the team sold Babe Ruth to the Yankees in 1920. The Red Sox broke the domination of the Yankees by accomplishing what no other team had ever done in post-season history -- coming back from a 3-0 deficit to win the AL crown.

In an ironic twist, the Red Sox will rub the Yankees' nose in it when they get to raise the World Series banner next April 11, with the Yankees in town forced to watch it.

What are the lessons to be learned from the Boston triumph? A few come to mind:

- Hard work and keeping focused on the goal will bring a reward. In Boston's case, it took 86 years of up-and-down fortunes, but it finally got there.
- Teamwork is essential to success -- on the diamond or in the long-term care industry. Every player (or associate) must embrace the assigned role and perform in it for the organization to win.
- Set the highest goals, and work hard to achieve them. Instead of asking why about a worthy initiative or objective, ask why not.

The fruit of the blending of the effort and the commitment will be sweet, indeed.

--Beecher Hunter