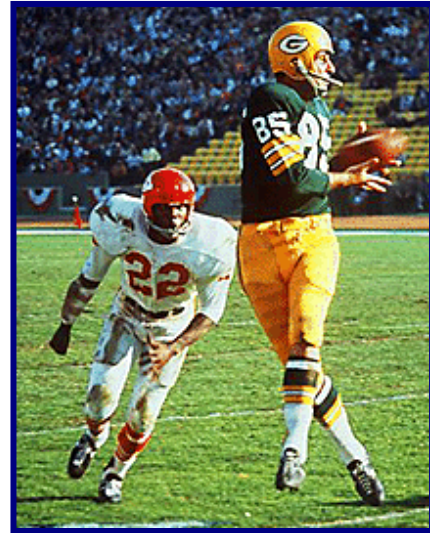


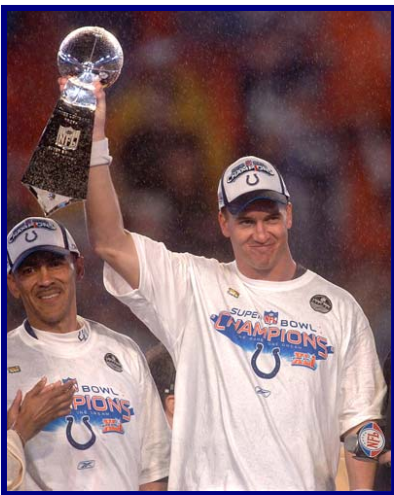
# The Super Bowl

This day in history marked the beginning of one of the most popular American sporting events. During the early 1960s, the upstart American Football League (AFL) sought to compete with the more established National Football League (NFL).

On Jan. 15, 1967, the champions of these two leagues played each other for the first time. The Green Bay Packers of the NFL beat the Kansas City Chiefs of the AFL by a score of 35 to 10. When the two leagues merged to form the modern NFL in 1970, the championship game became known as the Super Bowl.



Today, the Super Bowl is played every year (late January or early February) between the champions of the American Football Conference (AFC) and the National Football Conference (NFC). The game is so popular with American television viewers that advertisers pay more than \$2 million for 30 seconds in the premium time slots.



Professional football players devote themselves to diligent practice and to performing their best in regular season games with the dream of becoming Super Bowl champions. This same principle applies to the professions of health care and hospitality that we have chosen in Life Care, Century Park and Life Care at Home. Every day should be devoted to increasing our performance, of finding ways to do our jobs better, never to become satisfied or complacent. After all, our goals are much more important than winning a championship ring or hoisting a trophy in some stadium. We are engaged in the business of helping make people's lives better.

The standard also is evident in our spiritual lives. While David tended his father's sheep, he sometimes had to kill a lion or a bear. Because he had experienced these victories, David was prepared to battle Goliath and was confident that God would empower him to overcome. If we are faithful in handling our everyday challenges, perhaps God will give us the privilege, as one of His champions, of slaying a giant.

Is there one facing you today?

– Beecher Hunter