

## The Wearing of 2 Rings



Joe Theismann is a former professional football player, sports commentator and corporate speaker. Playing quarterback in the National Football League, he achieved his most enduring fame in 12 seasons with the Washington Redskins, where he helped lead the team to consecutive Super Bowl appearances, winning Super Bowl XVII and losing Super Bowl XVIII.

When a leg injury forced him out of football in 1985, he was entrenched in the record books as Washington's all-time leading passer.

Still, the tail-end of Theismann's career taught him a bitter lesson:

"I got stagnant," he said. "I thought the team revolved around me. I should have known it was time to go when I didn't care whether a pass hit Art Monk (a star wide receiver) in the 8 or the 1 on his uniform. When we went back to the Super Bowl, my approach had changed. I was griping about the weather, my shoes, practice times, everything."

Reflecting on that change in attitude, Theismann said, "Today I wear my two rings – the winner's ring from Super Bowl XVII and the loser's ring from Super Bowl XVIII. The difference in those two rings lies in applying oneself and not accepting anything but the best."



Theismann's conclusion is right on and in line with the corporate philosophy of Life Care Centers of America. Our *Mission and Values* statement proclaims that we are "committed to being a premier provider of long-term health care," and our desire is "to be the facility of choice in any community in which we operate."

Who judges us? It has to be the residents and families we serve; they're the ones who make that distinction. And if we should achieve the recognition of being the premier provider, it ultimately means that the customers we serve get the best care. That should ultimately be our goal – delivering the best care in a spirit of love and compassion.

We don't want to wear the loser's ring; we want to win the appreciation and the hearts – through outstanding performance – of those who come to us for help.

*Whatever your hand finds to do, do it with all your might* (Ecclesiastes 9:10 NIV).

– Beecher Hunter