

The '100 Great Icons'

NIKE - SELLING HIS SOLE

NIKE WAS BORN IN A CAR BOOT AND LAUNCHED ON A SHOESTRING, AFTER A UNI STUDENT DECIDED TO TEST HIS MUCH-DERIDED THEORIES.



Whilst completing a degree in 1962, 24-year-old MBA student and amateur middle-distance runner Phil Knight wrote a thesis which speculated that the importing of low-priced, high-performance running shoes from Japan could destroy Germany's dominance of the athletic shoe industry in the USA. Although his professor dismissed his idea as far-fetched, Knight travelled to Japan in 1963 and met with running shoe manufacturer Onitsuka Tiger (later to become ASICS), posing as an American distributor. When asked what his company was called, Knight replied, 'Blue Ribbon Sports', a name he'd invented only second earlier. When Knight received his first shipment of Tiger running shoes he realized he had neither the experience nor the expertise to sell them, but he knew the value of a well-respected brand ambassador. At the University of Oregon, Knight's track coach had been Bill Bowerman, one of the country's most respected trainers. Bowerman's reputation and design ideas were exactly what the fledgling company needed. Always looking for lighter, faster and more comfortable shoes for his athletes, Bowerman was happy to form a partnership with Knight, and in 1964 the two each contributed US\$500 and founded a company. Knight set about selling the shoes from the boot of his car at track meets across the country, gaining valuable feedback from athletes along the way. Using this information, the 53-year-old Bowerman began working on prototypes of new shoes. By 1969 turnover had surpassed US\$300,000, and two years later Blue Ribbon Sport topped US\$1 million in sales, prompting a rebranding exercise. Knight commissioned graphic design student Carolyn Davidson to create a logo that suggested movement. After rejecting a number of ideas, Knight finally Okayed her 'swoosh' design, saying, 'I don't love it, but it will grow on me.' The novice invoiced her employer US\$35. Along with the logo, a fresh name was needed, and legend has it that an employee suggested 'Nike' after dreaming about the Greek goddess of victory. In 1972 Nike broke away from Onitsuka Tiger completely and signed its first top-level athlete, Steve Prefontaine. Prefontaine was the first of a long line of celebrity sports people to endorse the brand, including John McEnroe, Michael Jordan, Monica Seles, Shane Warne and Tiger Woods.

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FAST FACTS:

- 1970:** Realising athletes want more traction, Bowerman pours liquid rubber into his wife's waffle iron and created a sole which becomes the basis of the best-selling shoe in America –the Waffle Trainer.
- 1979:** Nike Air is born when gas filled membranes are inserted into shoe sole to provide cushioning.
- 1983:** Swoosh designer Carolyn Davidson receives a diamond studded swoosh ring and an envelope containing an undisclosed amount of Nike stock as belated thanks for her creation.
- 1988:** The 'Just Do It' ad campaign is launched.
- 1996:** During the Atlanta Olympics, Nike causes controversy with an ad featuring the slogan 'you Don't Win Silver – You Lose Gold'
- 1998:** Nike discloses its factory locations amid concerns about their labour conditions, and CEO Phil Knight commits Nike to strict manufacturing standards.

From Chris Sheedy & Jenny Bond

"The RULES of LIFE"

Be for the glory, not the degradation

We can work for the glory of humankind or we can try to bring it all crashing down into degradation. Shakespeare is for the glory, a crack house is for the degradation. A village fete on a warm summer's afternoon is the glory, stealing someone's purse is for the degradation. And it doesn't have to be tame; a parachute jump for charity is for the glory, porn is for the degradation – but an erotic movie can be for the glory. Get the idea?

Anything that makes us more than we are, makes us strive for perfection, improves us, challenges us, excites us in a good way, makes us rise above our base nature and brings us out into the sunshine is for the glory.

So what are you going to be for? The glory or the degradation? Well for the glory of course. My fear is that you will think this is all about being good and that has a bad press. All our lives we have been told that being good is a bad thing, somehow dull, for the meek and namby-pamby, the sandal wearers, the holier-than-thou brigade. Being good hasn't had a lot going for it. As a kid at school if you tried to be good you got beaten up. At work if you try to be good they call you the boss's pet.

Well, being good, being for the glory is a private thing. You don't have to tell a soul. If you keep it quiet you are being good. If you brag about it you are a goody-goody. If you interfere with others and try to make them be good, you are a do-gooder. Just make a decision to be for the glory and say nothing.

From Richard Templar

'Snippets'

FUNNY ROBIN WILLIAMS QUOTES (Part 1 of 2)

Never pick a fight with an ugly person, they've got nothing to lose. We had gay burglars the other night. They broke in and rearranged the furniture. Reality is just a crutch for people who can't cope with drugs. Do you think God gets stoned? I think so... look at the platypus. In England, if you commit a crime, the police don't have a gun and you don't have a gun. If you commit a crime, the police will say "Stop, or I'll say stop again." When in doubt, go for the d**k joke. Politics: "Poli" a Latin word meaning "many"; and "tics" meaning "bloodsucking creatures". If women ran the world we wouldn't have wars, just intense negotiations every 28 days. We Americans, we're a simple people... but p*** us off, and we'll bomb your cities. We have a president for whom English is a second language. He's like 'We have to get rid of dictators,' but he's pretty much one himself. Comedy is acting out optimism. Cricket is basically baseball on valium. Gentiles are people who eat mayonnaise for no reason. Having George W. Bush giving a lecture on business ethics is like having a leper give you a facial, it just doesn't work! I believe Ronald Reagan can make this country what it once was... a large Arctic region covered with ice. I'm sorry, if you were right, I'd agree with you. If it's the Psychic Network why do they need a phone number? People say satire is dead. It's not dead; it's alive and living in the White House. Reality: What a concept! Spring is nature's way of saying, "Let's party!" The Russians love Brooke Shields because her eyebrows remind them of Leonid Brezhnev. The Second Amendment says we have the right to bear arms, not to bear artillery. The Statue of Liberty is no longer saying, 'Give me your poor, your tired, your huddled masses.' She's got a baseball bat and yelling, 'You want a piece of me?' What's right is what's left if you do everything else wrong. When the media ask George W. Bush a question, he answers, 'Can I use a lifeline?' Why do they call it rush hour when nothing moves?

FROM THE EDITOR

Lots happened this past month. (May) Anniversary of Restoration of Independence. 16 years ago on 20th May 2002, it all happened. A parade function was held at Palacio Do Governo on the day.

Other functions are in the social pages and include a few birthdays, namely Wayne, Greg and Maria. 'Out of towners' visited, the Indonesian embassy held a trade show at Timor Plaza. The Japanese embassy also held a function, referring to front page.

Real big news is the Timor Leste under 22 team cleaned up at Brunei. Great news.

The result of the election looks like it will have a clear victor but all is not finalised yet. So you may know the result before this Magazine hits the streets. It was good to see the election was carried out peacefully and mostly without incident.

Rain has eased off and we can reasonably assume we are near the start of the dry/cooler season. Lots of outdoor fun and the time to do that tour you have been putting off.

Also, FIFA World Cup 2018 schedule herein.

Please... any feedback positive or negative. Send it to me on email admin@guideposttimor.com. We can't fix anything if we don't know it's broken. Alternatively, if you have kind words, we'd kind of like that as well.

Like always, if you're going somewhere, safe travelling.

Till next time. **Cheers! Leith Carroll**

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From "Comedians Quote Book"

A good rule of thumbs is if you've made it to thirty-five and your job still requires you to wear a name tag, you've probably made a serious vocational error.

Dennis Miller

From "Comedians Quote Book"

I'm in favor of liberalized immigration because of the effect it would have on restaurants. I'd let just about everybody in except the English.

Calvin Trillin

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