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The "Different Perspectives" Newsletter

It can be fun to step back and look at the world from a different angle. Here, we step back and look at commonly used words in business and life, ask a provocative question, and see what others are doing differently by applying a different lens on life. I hope you enjoy "Different Perspectives" and that you begin to step back when needed and observing what else is possible.

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February 17, 2025

Word Choices

Love /luhv/, noun/verb. Def - a strong feeling of warm personal attachment or deep affection. Strong enthusiasm or liking for anything.

I chose this word this week because we are just coming off of the famous, or infamous, holiday Valentine's Day. Valentine's Day is loved by some and despised by many. Many have capitalized on this day for profit, which most likely relates to the ire many have. It has become a day that appeases the marketers and flower growers the most. Restaurants are often packed with higher priced menus just for 2-14.

However, if we step back from the media, the markets, and the capitalistic benefits for a moment and look at the word again, love carries some significant power as a show of affection for someone else. It demonstrates meaning of something or someone to another. It can help bring people together because when the word love is spoken in its true meaning, it is also a sign of vulnerability, desire, caring, and compassion for another.

Take a moment and think about what the word "love" means to you. Does it get thrown around too lightly and often that it has lost its meaning and impact? Is it used sparingly

only for the most deserved ones in your life? When you say you "love" something, is that thing something for which you have a deep, personal attachment to or is it something that is important to you, or is it just a phase that you use all the time.

Question of the Week

1. What does LOVE mean to you?
 2. How often and when do you use it?
 3. How do you receive the word LOVE when someone says it to you?
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Did You Know?

Did you know that Cupid, which is often associated with Valentine's Day, has its roots from the Greek God, Eros. Eros was not the chubby child-like figure we know of as Cupid. He used arrows to incite love and played with the emotions of Gods and men.

Valentine's cards originated as early as 1400.

St. Valentine was believed to be a priest who, when Emperor Claudius III outlawed marriage for men because he believed that unmarried men made better soldiers, continued to marry young lovers in secret, defying the Emperor's orders. When he was discovered, he was executed by Claudius, it is believed that the words "from your Valentine" was written by St. Valentine in a letter he wrote to a woman who came to visit him in prison before he was executed.



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