



San Luis Obispo
Chamber of Commerce
Diversity Committee

Building Stronger Business Communities Through Inclusion and Access

DIVERSITY

NEWSLETTER

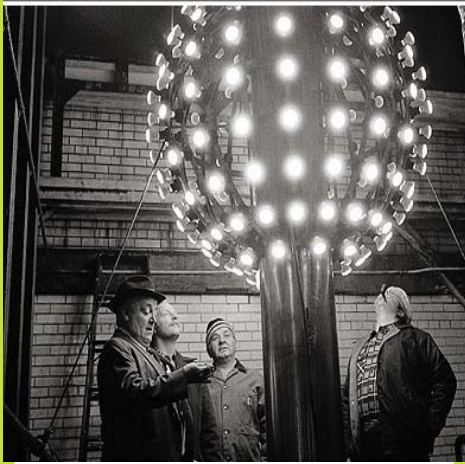
January ~ February ~ March ~ 2009

1st Quarter ~ Volume 1

Join us commemorating some of the 2009 first quarter diversity celebrations proclaimed by the President of the United States and other "unofficial" entities. Enjoy this newsletter as well as take the time to inform others about the great history involved! Diversity celebrations included in this Newsletter are:

*New Years Eve
Black History Month
Martin Luther King Jr's Birthday
American Heart Month
Rosa Parks Birth Anniversary
Greek-American Heritage Month
Irish-American Heritage Month*

JANUARY



January 1 *Happy New Year!*

A Little piece of History about the Times Square New Year's Eve Ball

Revelers began celebrating New Year's Eve in Times Square as early as 1904, but it was in 1907 that the New Year's Eve Ball made its maiden descent from the flagpole atop One Times Square.

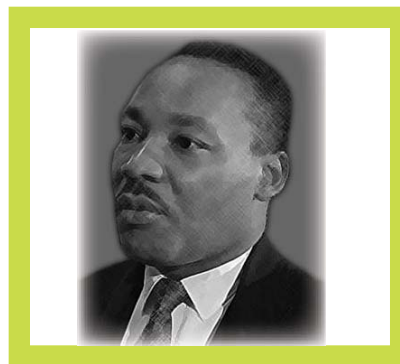
The first New Year's Eve Ball, made of iron and wood and adorned with one hundred 25-watt light bulbs, was 5 feet in diameter and weighed 700 pounds.

...In 1920, a 400 pound ball made entirely of wrought iron replaced the original. In 1955, the iron ball was replaced with an aluminum ball weighing a mere 200 pounds. This aluminum Ball remained unchanged until the 1980s, when red light bulbs and the addition of a green stem converted the Ball into an apple for the "I Love New York" marketing campaign from 1981 until 1988. After seven years, the traditional glowing white Ball with white light bulbs and without the green stem returned to brightly light the sky above Times Square. In 1995, the Ball was upgraded with aluminum skin, rhinestones, strobes, and computer controls, but

the aluminum ball was lowered for the last time in 1998.

For Times Square 2000, the millennium celebration at the Crossroads of the World, the New Year's Eve Ball was completely redesigned by Waterford Crystal...

Info & Photo from: http://www.timesquarenyc.org/nye/nye_ball.html



January 19 *Happy Birthday MLK jr!*

A fascinating excerpt from Martin Luther King Jr.'s Life

In the eleven-year period between 1957 and 1968, King traveled over six million miles and spoke over twenty-five hundred times, appearing wherever there was injustice, protest, and action; and meanwhile he wrote five books as well as numerous articles. In these years, he led a massive protest in Birmingham, Alabama, that caught the attention of the entire world, providing what he called a coalition of conscience. and inspiring his "Letter from a Birmingham Jail", a manifesto of the Negro revolution; he planned the drives in Alabama for the registration of Negroes as voters; he directed the peaceful march on Washington, D.C., of 250,000 people to whom he delivered his address, "I Have a Dream", he conferred with President John F. Kennedy

and campaigned for President Lyndon B. Johnson; he was arrested upwards of twenty times and assaulted at least four times; he was awarded five honorary degrees; was named Man of the Year by Time magazine in 1963; and became not only the symbolic leader of American blacks but also a world figure.

Exerpt from: http://nobelprize.org/nobel_prizes/peace/laureates/1964/king-bio.html. Photo from: <http://www.martinlutherking.org/>

Did you Know?

Fast facts from the Diversity Newsletter

The first New Years Eve Ball weighed 700 pounds

Between 1957 and 1968 Martin Luther King Jr. spoke over 2500 times and traveled over 6 million miles.

Martin Luther King Jr. was just 35 years old when he received the Nobel Peace prize.



FEBRUARY



February is: *Black History Month*

George - Washington Carver

George Washington Carver reputedly discovered three hundred uses for peanuts and hundreds more for soybeans, pecans and sweet potatoes. Among the listed items that he suggested to southern farmers to help them economically were adhesives, axle grease, bleach, buttermilk, chili sauce, fuel briquettes (a biofuel), ink, instant coffee, linoleum, mayonnaise, meat tenderizer, metal polish, paper, plastic, pavement, shaving cream, shoe polish, synthetic rubber, talcum powder and wood stain. Three patents (one for cosmetics, and two for paints and stains) were issued to George Washington Carver in the years 1925 to 1927; however, they were not commercially successful in the end...

Excerpt & Photo From: http://en.wikipedia.org/wiki/George_Washington_Carver

February 25: *Ash Wednesday*

Ash Wednesday marks the beginning of the Season of Lent. It is a season of penance, reflection, and fasting which prepares us for Christ's Resurrection on Easter Sunday, through which we attain redemption. Info from: <http://www.catholic.org/clife/lent/ashwed.php>



Photo From: http://en.wikipedia.org/wiki/Rosa_Parks LOOK WHO'S IN THE BACKGROUND!

February 4: *Rosa Parks Birth Anniversary*

Rosa Louise Parks was nationally recognized as the "mother of the modern day civil rights movement" in America. Her refusal to surrender her seat to a white male passenger on a Montgomery, Alabama bus, December 1, 1955, triggered a wave of protest December 5, 1955 that reverberated throughout the United States. Her quiet courageous act changed America, its view of black people and redirected the course of history.

After the arrest of Rosa Parks, black people of Montgomery and sympathizers of other races organized and promoted a boycott of the city bus line that lasted 381 days...



Excerpt From: <http://www.rosaparks.org/bio.html>

February is: *American Heart Month*



Heart disease, stroke and other forms of cardiovascular disease remain the No. 1 and most costly killer in the United States, taking the lives of far too many loved ones and friends each year. Medical research is our best defense—leading to new ways to prevent, treat and even cure heart disease and stroke.

Info From: <http://www.researchsaveslives.org/>

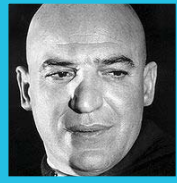
Did you Know?

George W. Carver says "The delicate flavor of a sweet potato is lost if it is not cooked properly. Steaming develops and preserves the flavor better than boiling, and baking better than steaming. A sweet potato cooked quickly is not well cooked. Time is an essential element. Twenty minutes may serve to bake a sweet potato so that a hungry man can eat it, but if the flavor is an object, it should be kept in the oven for an hour."

Info from: <http://plantanswers.tamu.edu/recipes/sweetpotatoes.html>



March



March is:

Greek-American Heritage Month

According to the 2007 U.S. Census Bureau estimation, there were 1,380,088 people of Greek ancestry in the United States, while the State Department mentions that around 3,000,000 Americans claim Greek descent. In addition, the 2000 census revealed that Greek was spoken at home by 365,436 people older than five. Greek Americans have a heavy concentration in Chicago, Detroit, Boston, Baltimore, Cleveland, Houston and New York City. Tarpon Springs, Florida is also home to a large Greek American community.

Excerpt & Photos From: <http://en.wikipedia.org/wiki/Greek-American>

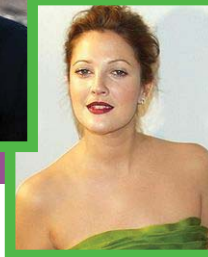


Olives

The collection and the use of olives as food have its origins in Prehistoric Greece.

The Olive history is identical with that of Olive Oil. Thus, there is no question where the man used for the first time the olive as food; this took place in Crete about 3500 BC in the Early Minoan times. Since then, 5500 years passed and little things changed.

Info & Photo From: <http://www.greekproducts.com/greekproducts/olive/olives.html>



March is:

Irish-American Heritage Month

Excerpt from the 2009 Presidential proclamation: Following the colonial migrations, the United States enjoyed the greatest influx of Irish during the 1840s as Ireland suffered the Great Famine. Hungry but hopeful, poor but perseverant, Irish-Americans seized the opportunity to work hard, enjoy success, and pursue the American Dream.

Many took on the difficult work of constructing America's infrastructure. Others assumed positions of leadership. Among those leaders were signers of the Declaration of Independence and Presidents of the United States.

Info from: http://www.whitehouse.gov/the_press_office/Irish-American-Heritage-Month-2009/ Photos from: http://en.wikipedia.org/wiki/List_of_Irish-American_actors and http://en.wikipedia.org/wiki/Lists_of_Irish-Americans#Actors

The Saint Patrick's Day Parade

The first St. Patrick's Day parade took place in New York City in 1762-fourteen years before the Declaration of Independence! It was organized by Irish soldiers serving with the British army.

Info From: <http://irishamericanheritage.com/StPatOverview.htm>

Did you Know?

Though cabbage has long been an Irish food, corned beef only began to be associated with St. Patrick's Day at the turn of the century. Irish immigrants living on New York City's Lower East Side substituted corned beef for their traditional dish of Irish bacon to save money. They learned about the cheaper alternative from their Jewish neighbors.

Info & Photo from <http://www.history.com/content/stpatricksday/symbols-and-traditions>

