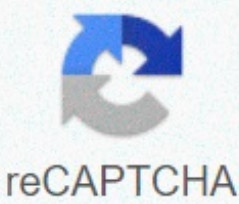




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Not in kansas anymore toto

Current Representative, Summer 2020 From Above by Chuck Tanzola, CPMR Fusion Resources Group Inc. ERA President ctanzola@fusionsourcing.com in the 1939 film, Wizard of Oz, Dorothy says to her dog at one point, Toto, I feel like we're not in Kansas anymore. It's a phrase that means we're out of what's deemed natural; we've entered a place or situation that's unfamiliar and uncomfortable; we've found ourselves in strange situations. Out of the ordinary, unfamiliar, uncomfortable, weird... -- Sounds like life in 2020 where many fall into their basements and talk to their dogs, or having their cats walk across their keyboards as Brian The Teen, CPMR, head of technology marketing, noted in recent times water cooler video calls... But I do, but unlike the film, we can't see our eyes, click on our heels three times, think, There's no place like home and return to normal, familiar and comfortable. As I consider what we are facing due to COVID-19, I think about three distinct courses, which I label survival, search and stability. (I was supposed to call them phases, but governments seem to have dominated those terms, so I will deliberately avoid it.) Volume 1 – Survival | The epidemic outbreak in this first period, realized as the reality of the accelerated epidemic, our survival instincts kicked in and we focused on health, safety and well; but also in implementing disaster reduction schemes; resetting our immediate activities; and spending a lot of time on ourselves (and everyone who listens) that everything will be fine and get us through, while private wondering, will it be really good? (You may also phase it out OMG). Of course, individual experiences shape our landscape, so while this may not be universally true, in most cases, I think we're well through this stage and thinking about what comes next. Volume 2 – Search | Looking to reopen then, what comes after that? As I write this column, we are seeing many businesses searching for how to reopen under diverse, changing and often confusing state laws, regulations and executive orders along with their internal corporate guidelines and convictions. In this search period, for some, the goal is to see a path back to the familiar. For others, learning from our collective isolation tasks the landscape of change. The natural stress created by this dichotomy of perspectives compounds feeling uncertain. this is where i feel like we are today . Volume 3 – Stability | Beyond COVID-19 (BC19) If today we are searching, then tomorrow we will move towards a new balance beyond COVID-19. I called that period stability. When it looks like it's a moving target, I have no doubt that Will happen; and b) it will include a combination of the best enhanced acquaintances with lessons learned during this epidemic; And c) it will be different by definition. As we consider what stability will look like and how we get there, it would be nice to be able to look behind the curtain under the eye to ask the big, powerful Oz. Naturally, we can't, but perhaps applying some principles from another wizard to our industry is instructive. During his 27-year career, John Woden nicknamed The Wizard of Westwood, coach of the U.C.L.A. Bruins men's basketball team, went on to win 620 victories (including an 88-game straight winning streak) and a record 10 national titles in 12 years (with unprecedented and likely never repeated seven consecutive championships). Coach John Woden taught the world that integrity and personality are the cornerstones of success. Here are three maxims that Woden taught within his success pums. be honest with yourself . Given the pressure to change something in the midst of disruption, it's great to know and promote your value proposition - trying to become something you're not but increasing who you are. The unique combination of features that representative manufacturers brings to the industry - local knowledge and taste, the synergy of uncompetitive offerings, the development of trusted consultant relationships - has an intrinsic value to customers, manufacturers and channel partners, and transcends the video conferencing capability to replicate it (no matter how much of your Hollywood field). The specific combination of goods and services that each manufacturer offers to the market base distinguishes your company. Focus on your core competencies and strengthen your distinctions. Does anyone really believe that it is in the long-term strategic interest of an automaker to produce ventilators? Providing a channel to distribute products to the market and countless services and the complexities associated with that function are best served by those well equipped to do so. Basically being honest with yourself is about preserving the principle of an institution. Flexibility is the key to stability. Flexibility is about adapting to changing circumstances and conditions. In the realm of basketball coaching, it dictates about setting the game plan as needed. It doesn't change the characteristics of the team and its members, but it applies those members in different ways. I'm really in the awe of creative adaptations that I have seen (usually at a video conference) in the industry during this time. At best when your best is needed. This is the top of Coach Woden's (Woden) harryn's(a) tumm and it acts as a daily call to action. Passing through the epidemic will take our brains, no doubt, some courage, and a lot of heart. The best collective is needed in all of us Make us stronger as we travel through this time together! As always, I welcome your comments and feedback and we can ctanzola@fusionsourcing.com. P.S. Don't forget to mark down February 28 - March 2, 2021, on its calendar for next year's evening conference. I hope to see you up the sleeve! Powered by WishList Member - Membership Software (redirected from we're not in Kansas anymore) Like this video? Subscribe to our free daily email and get a new term video every day! So that I don't stay where anyone knows or where to be comfortable; A reference to the Wizard of Oz, in which Dorothy says after arriving at Oz, You, I feel like we're not in Kansas anymore. As we walked to the busy streets of Delhi, we knew we were no longer in Kansas. Farlex Dictionary of Idioms. © 2015 Farlex, Inc, all rights reserved. SEE ALSO: Do you want to thank TFD for its existence? Tell a friend about us, add a link to this page, or visit the site administrator page for free fun content. Link to this page:lt/a> No longer be in Kansas in an article about the current exhibition of the British Museum of American Art in the 60s and after 60s, English historian Simon Schama makes reference to pop culture, but we are no longer in Kansas, Toto. If that phrase is unfamiliar to you, you either haven't seen or seen the 1939 film The Wizard of Oz, but in another language. The film, adapted from El Frank Bum's previous book series, is among the most popular American films of the 20th century; In The Wizard of Oz, the real line, Toto, I feel we are no longer in Kansas, spoken by the protagal, Dorothy; Toto's line is often borrowed para-orthodox or loose, as it is in Schama's article; the phrase itself is meant to be out of familiar environments and in a whole new, strange place - or positive that can get you to say, wow! Or a more negative one, where you feel out of your depth. In his essay, Schuma uses the line to refer to contemporary art in the Trump era - and how the current hard-right Republican view of art is in a whole new place from other recent times. Bala inspires Obama presidency, Says Schuma, succeeded The government bends in to blur all its successes..... In other words, we are no longer in Kansas, Toto. (Watch here: This iconic film is a favorite among baby Boomers who grew up with a one-year show on TV and that Gen X and Children's Football Club were treated to it on video during their childhood. Google the phrase and it appears on T-shirts, posters, and memes; The line has also been noted over the years in many movies, songs, commercials and TV shows. To use this line yourself, try it the next time you find yourself in a strange situation. For example: you walk into a wedding reception that is incredibly decorated and unlike anything you have ever seen - or can afford. You say to the person next to you, You, it looks like we're not in Kansas anymore! and see if you laugh in recognition. (Just don't tell the bride's parents.) Munchkinland is where Dorothy and Toto begin their journey to find the wizard of Oz. The indigenous people of Monchinland are Munchins, which are a small, round type of people. And if it's ever been to a Dunkin' Donuts store, you know that Munchins are small, round doughnuts. Donuts.

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