**Specialized Creations**

**No matter how much an acorn wants to grow up to be a redwood tree, it will, in spite of positive affirmations, special classes, or eating food appropriate to redwoods, always grow up to be an oak. (Eleanor K. Sommer, in Unity magazine)**

**National Industrial Bicycle Company in Japan makes totally customized bicycles. They have 18 million different kinds of bikes they can make in lot sizes of one. They make to order. You go into a store in Tokyo, they fit you, measure you, you pick the handlebars you want, you pick the tires and the color and so forth, and two weeks later they deliver a bike. They used to deliver the bike three days later. It's made that very night, it takes a day and a half for the paint to dry, and they used to deliver a made-to-order bike three days after the customer was in the store. But they stopped doing that because customers didn't believe that the bikes were customized. (Don Peppers)**

**Burger King’s Brazil operation is testing a new way to remind customers to “have it your way.” A hidden camera behind the counter photographs customers when they’re placing their orders, then prints out a customized burger wrapper with the customer’s picture printed on it. (CNET.com, as it appeared in The Week magazine, April 2, 2010)**

**There's a concept car that will be out soon. It is heavily computerized and it learns its occupant's driving habits. You drive the car and it learns that you always turn a little fast, or that you accelerate in a pass, and it saves fuel by anticipating the way you drive. Marry that with the fact that the car can actually recognize its occupant -- whether it's the husband, wife, or teenage son -- by the weight. It can adjust the seat to the way that occupant wants it, could keep track of where that occupant likes the air conditioning or heating, etc. All told, it's going to take you two months to teach your car how to drive according to your taste. Now, eventually you'll be in the market for another car. Think what that does for loyalty. “Let's see, do I want to buy a car from another brand of car company and teach it how to drive or do I want to simply take the output of this car, inject it into the next car from this company, and get a car that still knows how to drive according to my tastes?” This is an example of mass customization in cars. That's what technology is doing to marketing. The fact is that all marketing today is going to customization. Customization implies getting customers to teach you what they want, remember it, and give it back to them. (Don Peppers)**

**Too many people have gone along for years and years with a feeling that they are a kind of fifth wheel, something more or less left over, like overstocked parts in a machine shop. Yet when we study the nature of Deity we are impressed with the feeling that everyone is included in an overall plan. Every individual is a specialized creation. This means that God has a plan for every man. (Max H. Ballard)**

**All students are gifted; some just open their packages earlier than others. (Michael Carr)**

**Somewhere under the stars God has a job for you to do, and nobody else can do it. (Horace Bushnell)**

**One day a grasshopper was watching an otter show off by doing tricks in the pond. The grasshopper thought to himself, “I want to show that otter a thing or two. I'll show him. I'm going to challenge him to a race.” So he went up to the otter and said, “I bet I can swim across the pond and then back faster than you can.” “No you can't,” said the otter. “I accept your challenge.” They both went down to the end of the pond. Mr. Turtle started the race off. “On your mark. Get set. Go!” And they were off. Naturally the otter won because grasshoppers can't swim. (Robin Hohenberger)**

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