

Why Names Matter

Shakespeare was right to ask what's in a name - names matter

Every time we hear a name, we make a number of assumptions

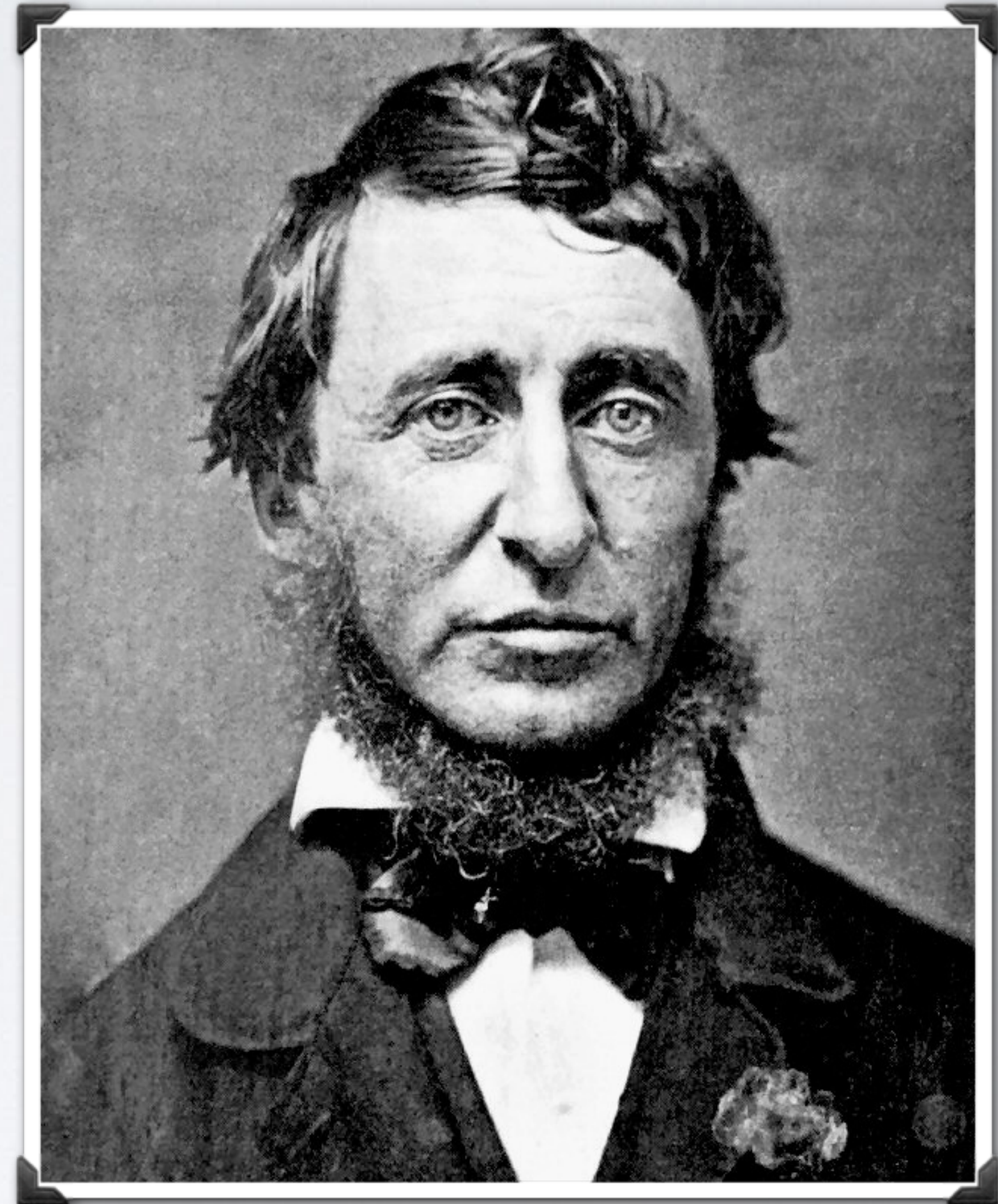
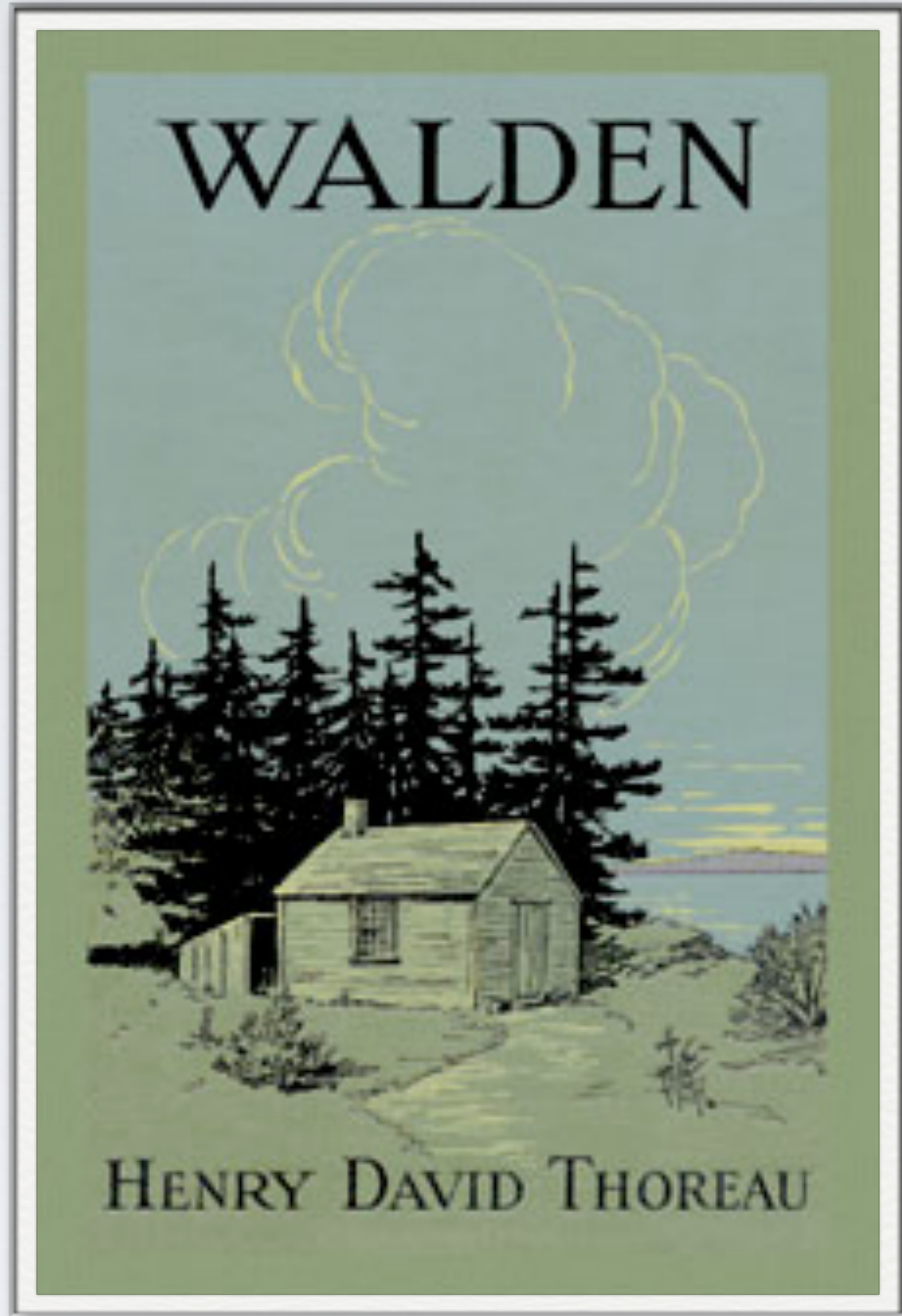
A name identifies you

It tells others who you are, what you do, and a little about how you do it

A rose may well smell as sweet if it was called something else - such as a thorny flowering bush

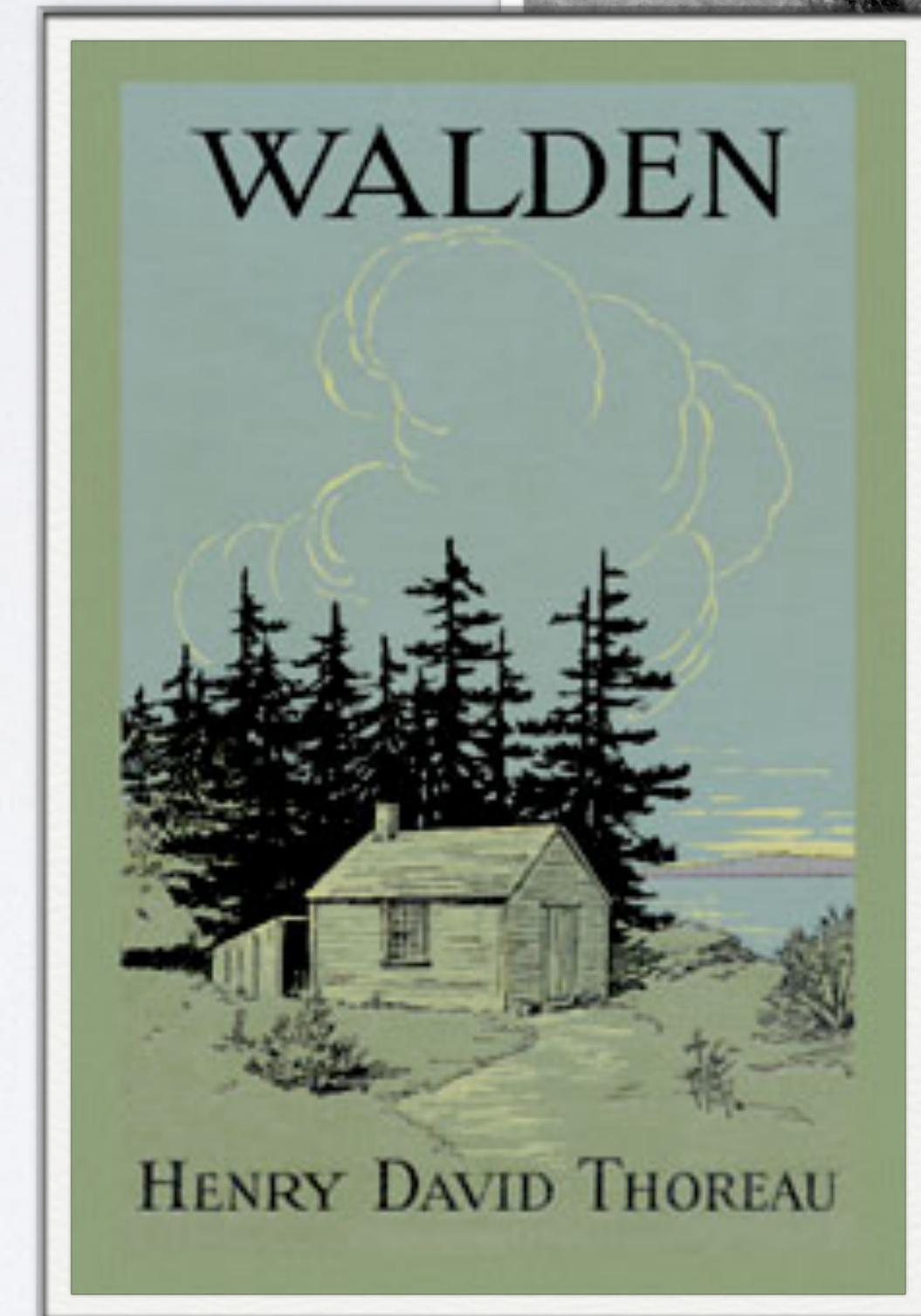
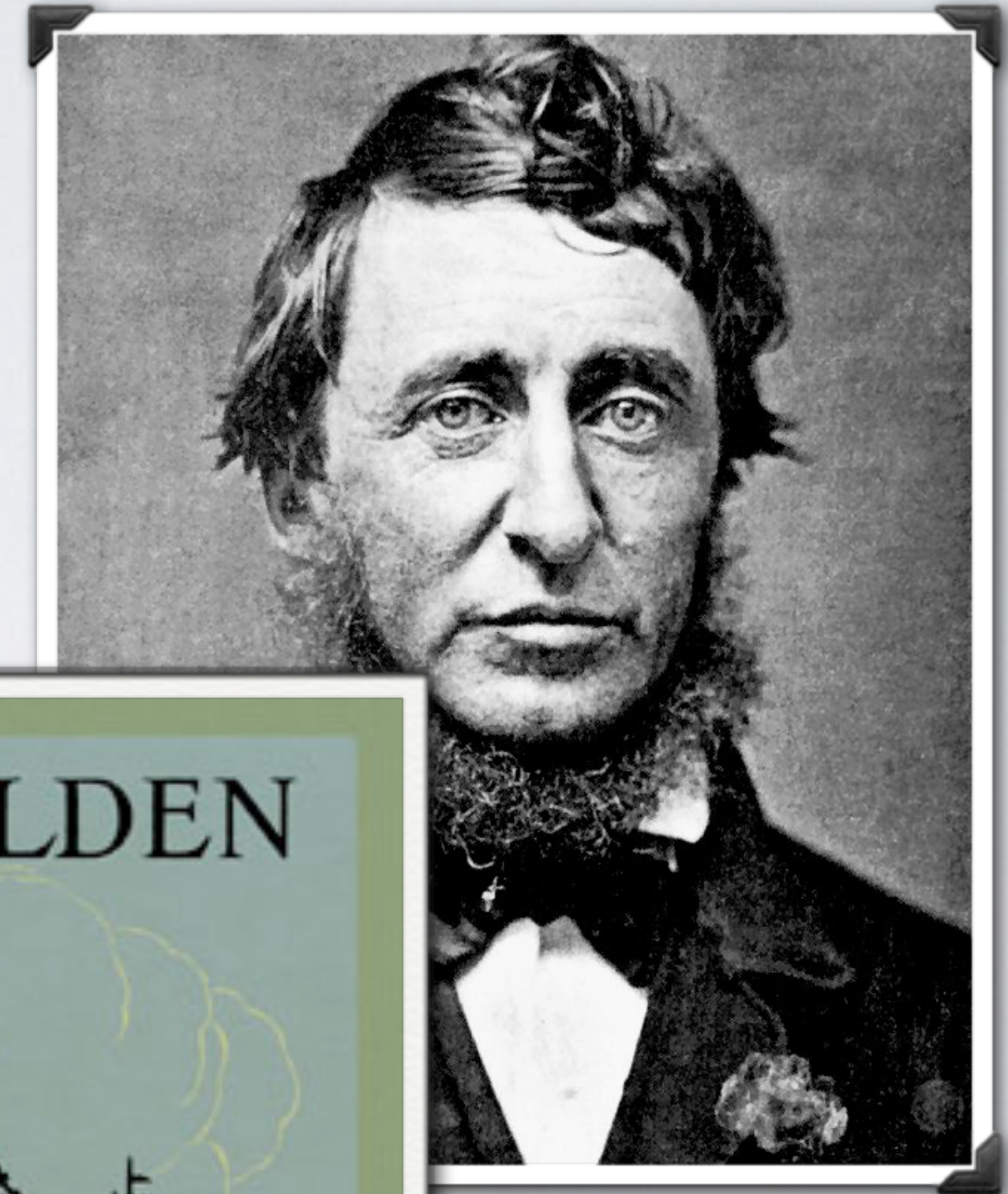
But the fact is... it wouldn't necessarily sell as well or get the same emotional response

Henry David Thoreau ~ Author of “**Walden**” (1854)

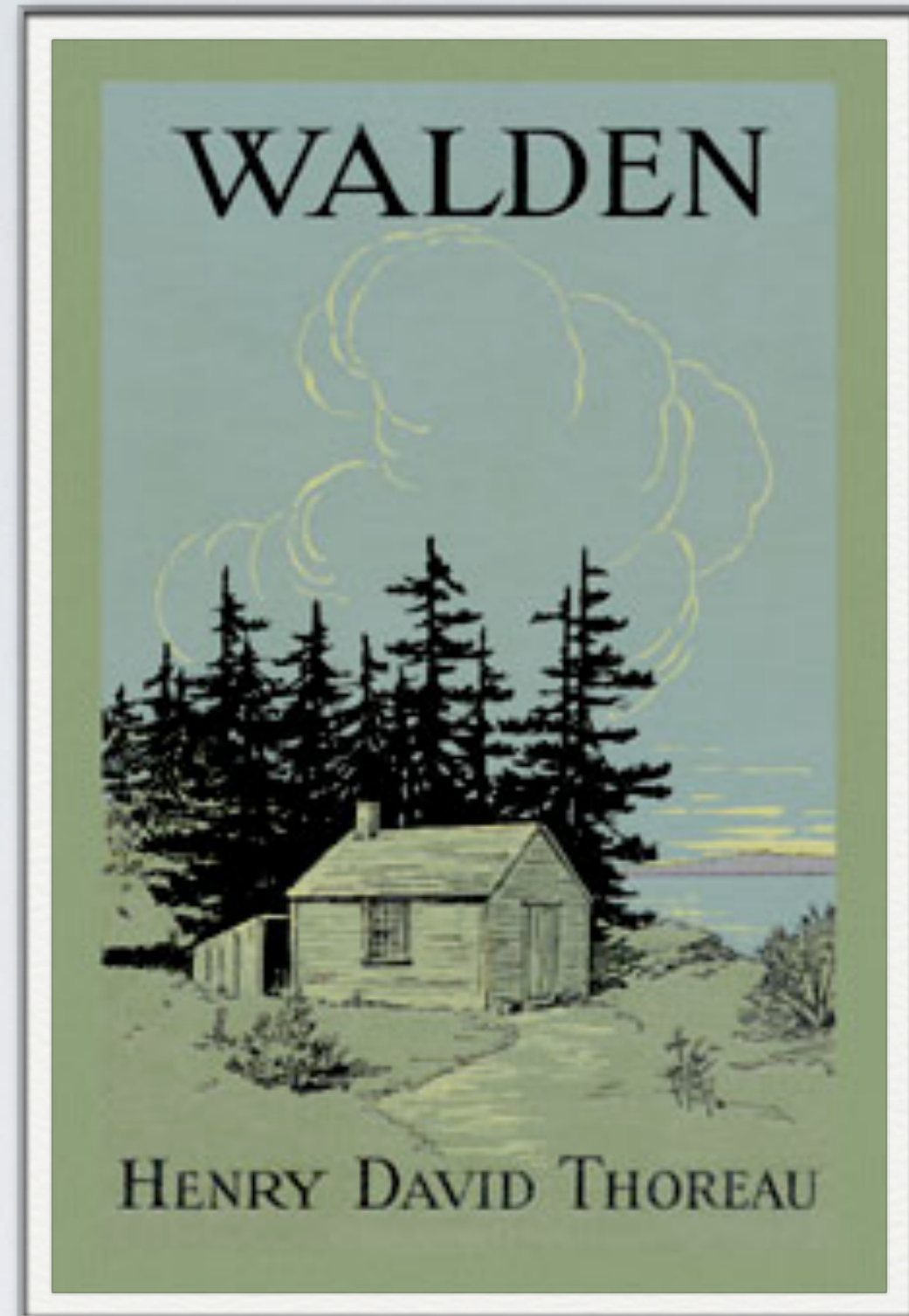


Henry David Thoreau ~ Author of “**Walden**” (1854)

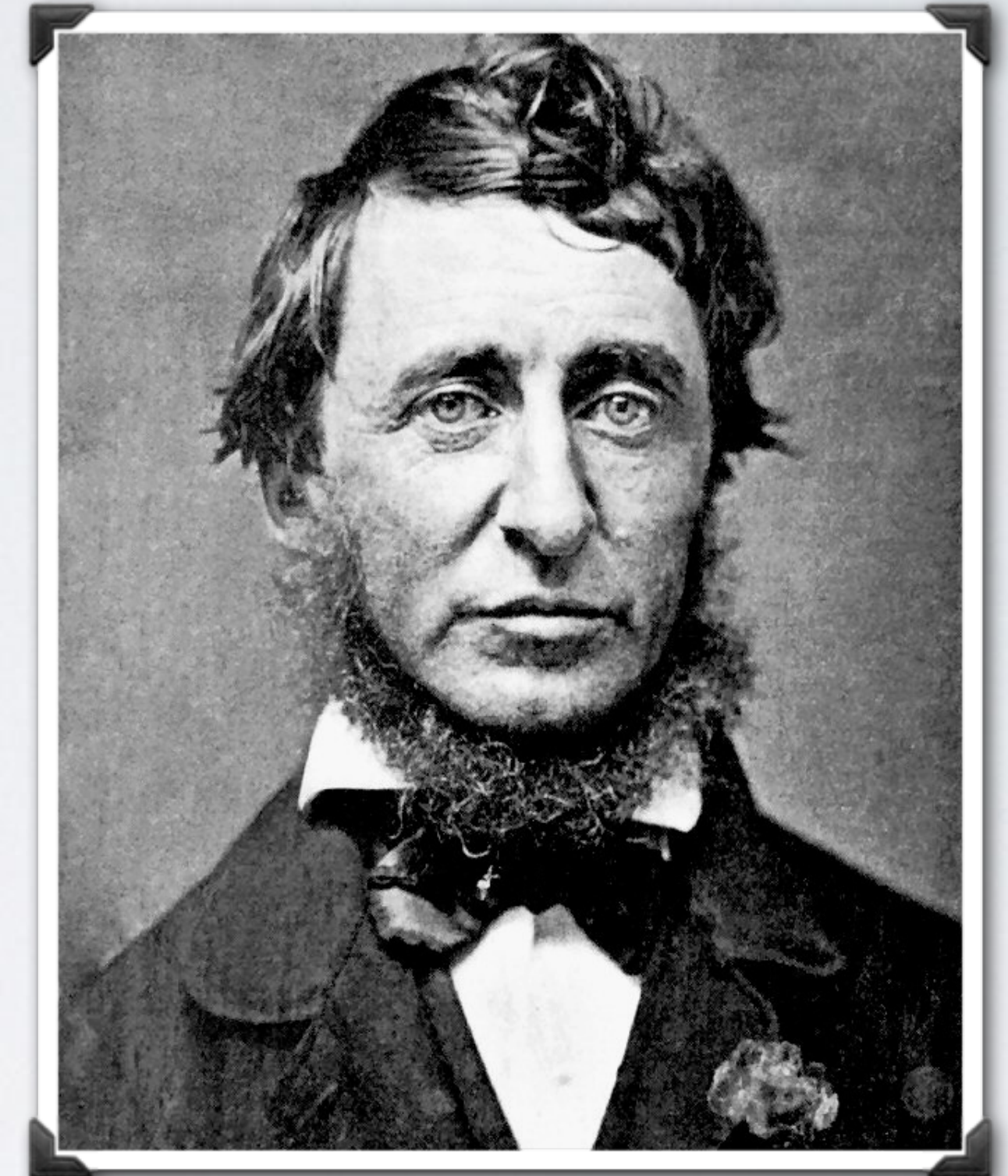
- ▶ “Walden” is an account of the two years during which Henry David Thoreau built his own cabin (for just \$28), raised his own food, and lived a life of simplicity in the woods near Concord, Massachusetts.
- ▶ Thoreau’s idea was that one’s “true self” could be lost amid the distractions of ordinary life.
- ▶ He retreated from “nonessentials” to explore what remained as the core of human identity, assuming that human identity is not based on one’s profession or possessions or social connections.
- ▶ For Thoreau, the conditions that favored human fulfillment were quiet concentration, simple labor, and a life attentive to the lessons of nature.
- ▶ When he leaves Walden Pond, he’s satisfied that he has proven human beings can live simply and without the trappings of the modern world.



Henry David Thoreau ~ Author of “**Walden**” (1854)

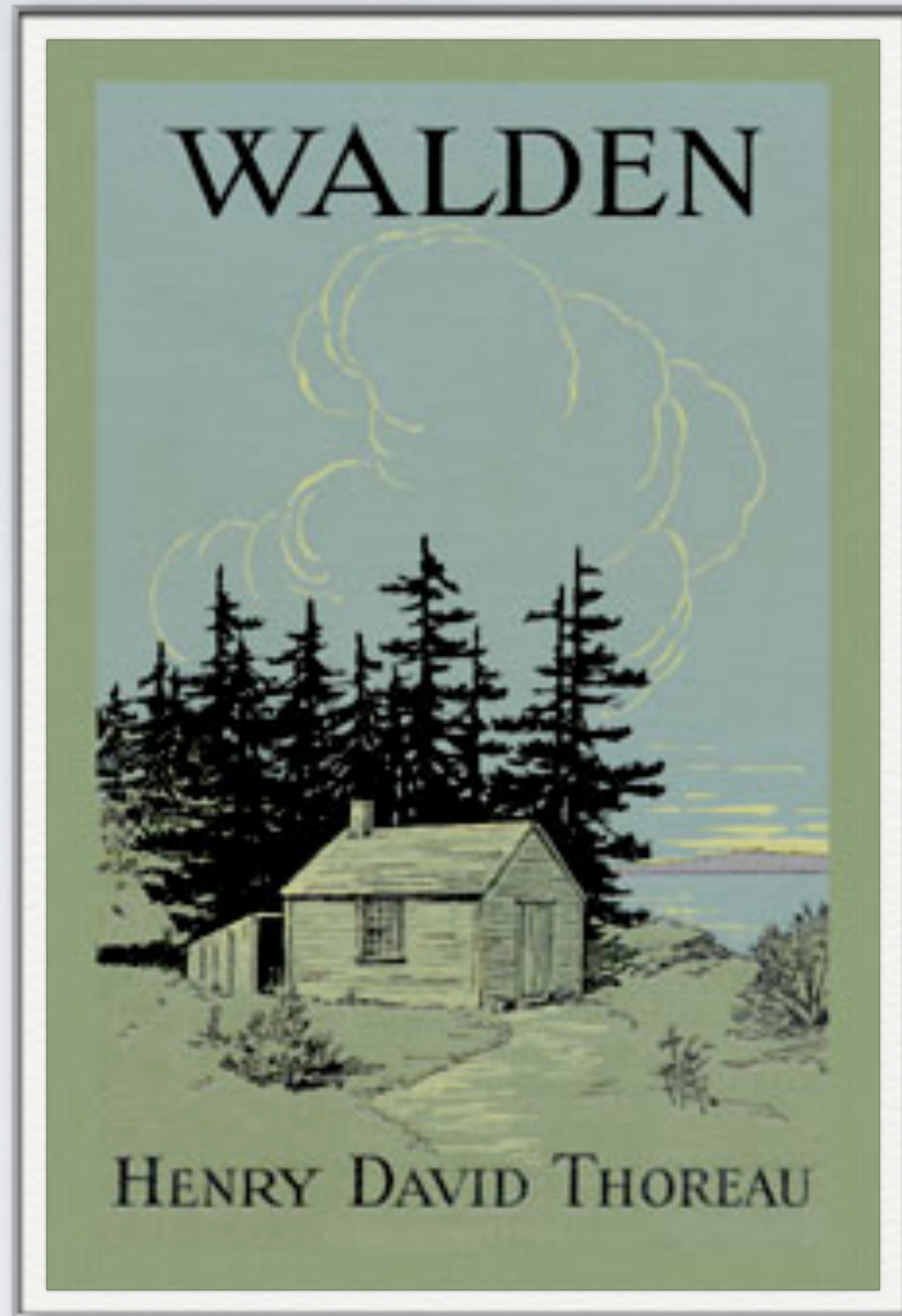


HENRY DAVID THOREAU WAS A PHILOSOPHER AND CREATIVE ARTIST. His retreat to Walden was motivated by the urgent need to "live deep and suck out all the marrow of life," just as he writes in Walden. And the book that resulted is the work of a literary artist- a multi-layered, orchestrated text, alive with wordplay and humor.



*“A man is rich in proportion to the number of things he can leave alone.”
~ Henry David Thoreau*

Henry David Thoreau ~ Author of “**Walden**” (1854)

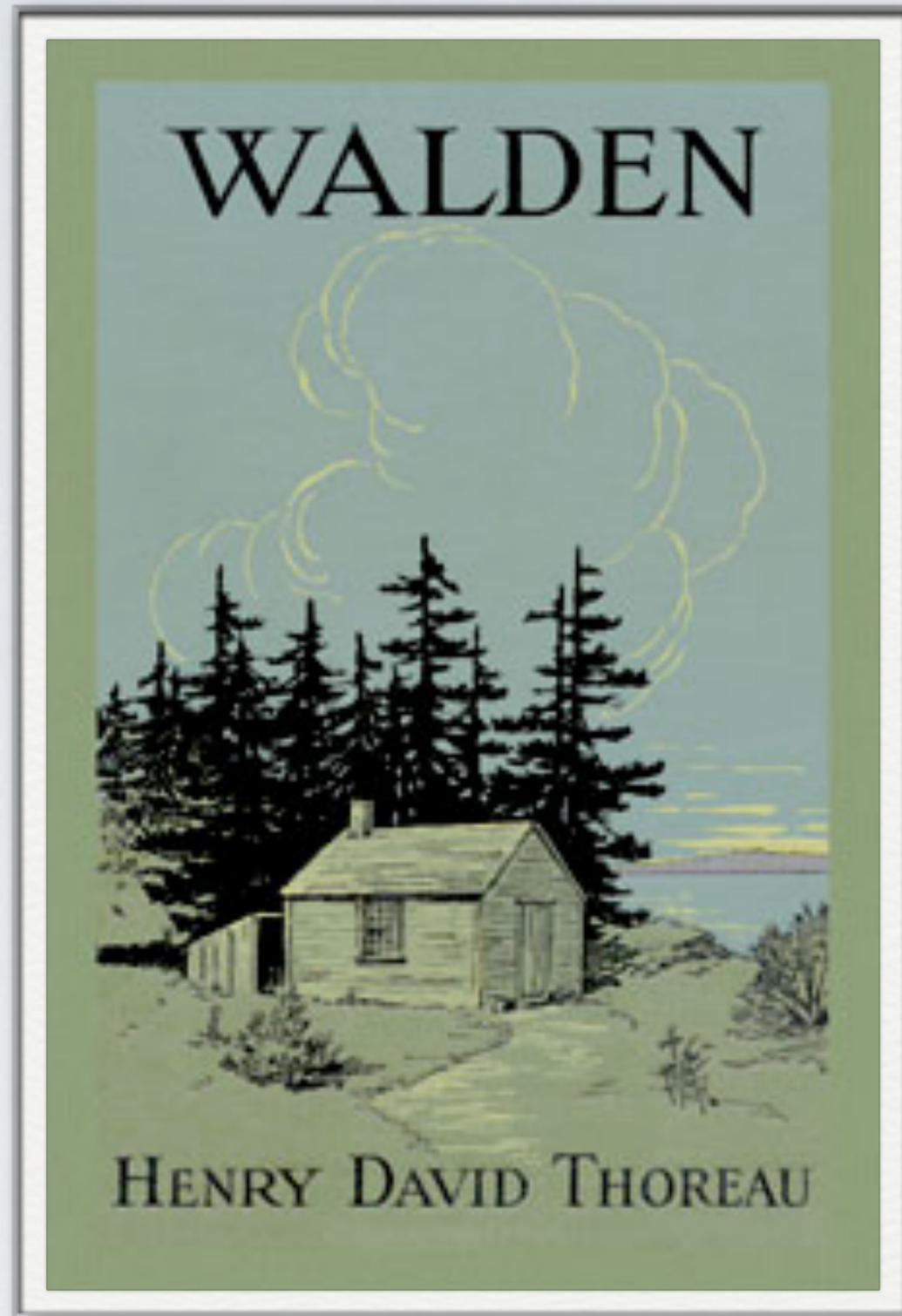


HENRY DAVID THOREAU WAS A SCIENTIFIC ORIGINATOR. He dedicated his life to the exploration of nature- not as a backdrop to human activity but as a living, integrated system. He was a skilled engineer, surveyor and inventor. He became an expert on wildlife and an experienced botanist.

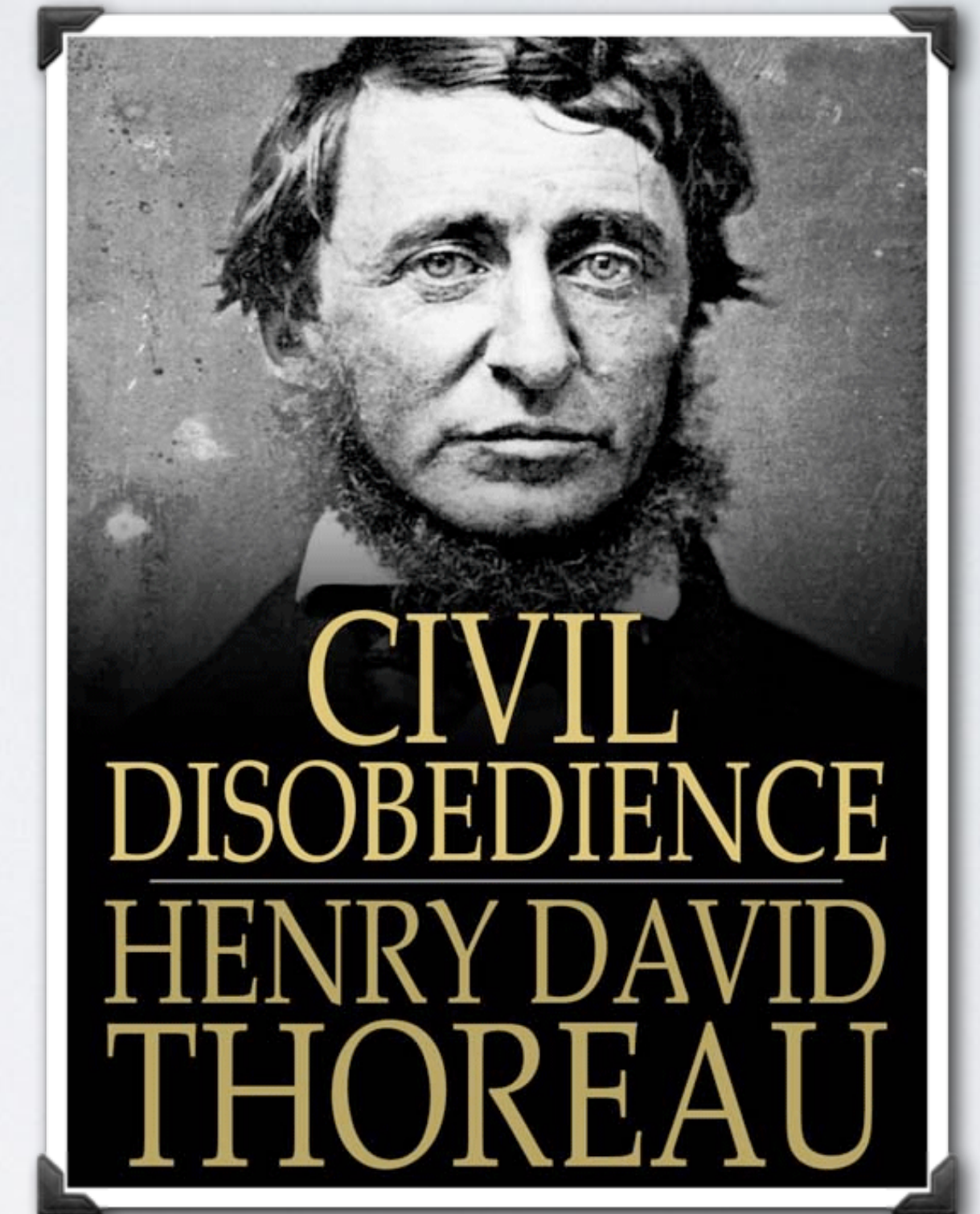


*“Live in each season as it passes; breathe the air, drink the drink, taste the fruit, and resign yourself to the influence of the earth.”
~ Henry David Thoreau*

Henry David Thoreau ~ Author of “**Walden**” (1854)



HENRY DAVID THOREAU WAS AN ANTISLAVERY ACTIVIST. He was readily moved to activism against injustice. In the 1850s he was a risk-taker on the underground railroad, and an outspoken defender even of extremism to defeat proslavery forces in a divided America.



*“Any fool can make a rule, and any fool will mind it.”
~ Henry David Thoreau*

What about “Green?”

