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To the donors of Second Spoon Inc.:

Remaining cautious of falling into Aristotelian infinite regress, *why in the world would you buy a quarter inch drill bit?*

A quick Google search indicates one million were sold in the past year – and not a single person *actually* wanted one. So, I ask you, to what end?

Harvard Business School's Ted Levitt, the godfather of marketing in the 1960s, maintains, “No one buys a quarter-inch drill bit because they need a quarter-inch drill bit. What they need is a quarter-inch hole.” These words are as true now as they were then.

But not so fast – Seth Godin takes this a few steps further: “You don’t need a hole, what you really need is to put up a shelf. But you don’t need that either. You need to organize the space. But actually, you just need the feeling you get when your spouse sees what you’ve done. And finally, what you needed all along was a sense of belonging and importance.”

What goods or services behave in similar ways?

- Uber doesn't sell transportation. They sell time & convenience. Newfound leisure affords opportunities for other tasks.
- Lululemon doesn't sell yoga clothing. It sells lifestyle.
- Ask your neighbor. J.P Morgan is synonymous with security.

Fate Loves Irony

I've written (but never extensively orated) about our vision for this organization as communal leaders. Levitt, the patron saint of marketing, and his theory reminds us – albeit in a roundabout way – what this is all about: community.

A Fox broadcaster asked me some derivative of the following: What's the best part about Second Spoon?

Within this question hides a Rorschach test. One that reveals much about the preconceptions of an organization's foundation and team, but little about the surface level beliefs that surround an organization. .

Charities say their ethos are rooted in advocacy all the time. I'm not at all sure that's true. For us, commonwealth lies upon the foundation of everything we do. This might be the highest of all pedagogical goals.

Sit, Sit. Walk, Walk. Don't Wobble.

When I consider Levitt's drill bit, I think about how others recognize the "Hunger ReliefMobile" but fail to see any deeper. In the same way Uber promises immediacy, our core promise is *community*. Each distribution we make not only brings the university and its respective student-athletes closer with its constituents, but the entire athletic department as well.

At our depth, we bring people together. This is especially important in times of catastrophe, and recently we have acted upon a.) see 2020 Q1 for Nashville's natural disaster response; b.) Surfside building collapse in Miami, Fl c.) the Los Angeles homeless crisis that is well documented yet remains poorly addressed. In each instance, our teams have approached the situation with a deep-seated responsibility and left feeling closer as units.

In the spirit of inspiration, I'll conclude with a random quote (from my favorite book) I've been considering for the past few days: "It is not death that a man should fear, but he should fear never beginning to live." - Marcus Aurelius

Thank you,

A handwritten signature in black ink, appearing to be the initials 'JH' with a long horizontal stroke extending to the right.