



During my multi-checkered career I was very lucky to work with the ditarod race which is held in Alaska the first Sunday of March every year. It's an 1100-mile sled dog race--really the last frontier dash from anchorage to Nome, Alaska where a driver works with 16 sled dogs and battles the environment...that's it. In addition to being in charge of sponsorship sales for the Iditarod, I was truly fortunate to ride along on the first 11 ceremonial miles in 2007. This was from Anchorage out 11 miles to an airfield. And I remember seeing a sign that said "if you aren't the lead dog the view is all the same" and... guess what? They are right!

When riding on the sled, my driver was John Barron who had run 25 races. You can imagine how exciting it was to see these 16 little dogs thrilled to be pulling the sled and to be racing. They had little booties on their feet which protected them, but they approached the job with 110% zeal, enthusiasm, and focus. However, being in that sled it further reinforced to me the saying "if you aren't the lead dog the view is all the same!" In life you need to **always** try to be the lead dog. (*Editor's note: By the way, the lead dog is usually female ... better at directions!*)

Allow me to teach you how to be the lead dog!

Call me at 732-946-2711

Happy
St. Patrick's
Day!





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