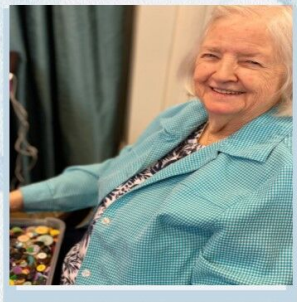


Moments from February...



March 2020 Newsletter



Welcome New Residents:

Lynn Johnson 2208

Bill Loftis 3204

Sharon Glenn 1204

Resident Birthdays:

Christa Church 3-12

George Stack 3-29

The Power of Names

The power of bestowing names is so great that in the Old Testament of the Bible it is God who grants this amazing gift to Adam and Eve. Modern psychologists agree that names are significant. As children develop the ability to speak, they name things to make sense of the world around them. The first full week of March is Celebrate Your Name Week, a time to appreciate our names. In 1948, professors at Harvard University studied the success of recent Harvard graduates. As it turned out, those with common names like Mike had found more success than those with unusual names such as Berrien. The professors concluded that rare or unusual names had negative psychological effects. More studies followed, and they bore out similar results. Names seemingly influence where we go to school, where we choose to live, who we marry, and even the kind of financial investments we make. Psychologists have attempted to explain this phenomenon as a result of the "implicit-egoism" effect, or the fact that we are drawn to things that resemble us. Other psychologists offer a different explanation. Names send powerful signals about where we come from: our native country, ethnicity, religion, and economic background. When we hear a name, we hear so much more. Of course, not everyone loves their given name. According to Legal Zoom, people often change their name if it's very common. They list Britney and Ashley as two examples. Another reason people change their name is because it's difficult to spell or pronounce. Celebrate Your Name Week is a chance to be proud of not just our names but of who we are. When you introduce yourself, say your name loud and proud, for the way you treat your name shows the way that you want to be treated.