



NATIONAL ARCHIVES AND RECORDS ADMINISTRATION

"We have beaten you to the moon, but you have beaten us in sausage making."
Nikita Khrushchev, after having his first hot dog in Iowa during his 1959 visit to the U.S.

Meat & Potatoes

Hotdogger alum and blogger Dan Duff writes about what he calls "selling more meat"—a company's guiding principle or mantra that employees follow in doing their jobs—the "singular focus" that drives all decisions. A three-words-or-less summary of the mission statement.

In his book *Art of the Start*, Guy Kawasaki calls it making mantra. "Forget mission statements," Kawasaki writes. "No one can ever remember them—much less implement them. Instead, take your meaning and make a mantra out of it. This will set your entire team on the right course."

What is the mantra of your safety program? What are you doing to "sell more meat"?

The Wienermobile

You've probably seen it in person or in pictures: The Wienermobile. This larger-than-life hot dog in a bun has been rolling across America for generations. In fact, it just celebrated its 75th birthday. The vehicle itself has gone through several iterations since the original metal version was



conceived (and driven) by Carl Mayer, and designed by Brooks Stevens in 1936.

Today, there are six Wienermobiles, each assigned to a different part of the country and manned by Hotdoggers—a dozen college seniors who have been accepted to "Hot Dog High," where they train for a year to become "goodwill ambassadors for Oscar Mayer." Those who cut the mustard get to drive the Wienermobile for 1 year, roaming the countryside and spreading smiles and Wienerwhistles wherever they go.



Follow That Dog

The Wienermobile has its own blog (<http://hotdoggerblog.com>), where fans can track its progress on Google Maps and "ketchup" with what the Hotdoggers have been up to. It also has its own Twitter persona (@wienermobile) and offers a Flickr group (www.flickr.com/groups/wienermobileinthewild) where people can share their Wienermobile sightings.



"A hot dog at the ballgame beats roast beef at the Ritz."

Humphrey Bogart

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February Safety Photo of the Month



But I have three points of contact!
 Darren Merrill
 Richland, WA

The winner of this month's PS Create the Caption contest is **John Bullock**, a member of the Fort Worth Chapter. His entry appears below this photo.

The Wiener Song

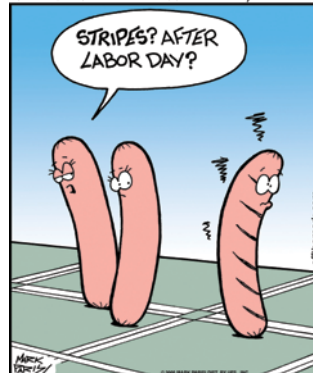
Ad jingle writer Richard Trentlage penned "The Wiener Song" the night before the contest deadline for a jingle for Oscar Mayer Wieners. The subsequent TV commercial became one of the longest-running commercial jingles. Wisconsin Historical Society

ON THE PLATE

The Wienermobile has sported some apropos vanity plates over the years.

- WNRMABL ■
- OUR DOG ■
- RELSHME ■
- YUMMY ■
- BIG BUN ■
- OH I WISH ■
- WEENR ■
- LIL LINK ■

off the mark.com by Mark Parisi



If you have a cartoon, anecdote, joke or interesting safety item you'd like to submit for publication on this page, send your contribution to professionalsafety@asse.org. Submissions will not be returned.