

# 50 year business anniversary

## Celebrating a Milestone: A Comprehensive Guide to a 50-Year Business Anniversary

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### Introduction:

Reaching a 50-year business anniversary is a monumental achievement, a testament to resilience, innovation, and unwavering dedication. A 50-year business anniversary represents not just a number, but a legacy built on hard work, perseverance, and a commitment to excellence. This comprehensive guide explores various methodologies and approaches to celebrate this significant milestone, ensuring your 50-year business anniversary is memorable, impactful, and reflective of your company's journey and future aspirations. Planning a successful 50-year business anniversary requires careful consideration of your brand, target audience, and desired outcomes.

### I. Assessing Your Brand and Goals for your 50 Year Business Anniversary:

Before embarking on planning your 50-year business anniversary, a thorough self-assessment is crucial. Understanding your brand values, target audience, and the overall message you want to convey is paramount. Ask yourself:

What defines your brand's identity over the past 50 years? Identify key milestones, innovations, and cultural contributions.

What are your primary objectives for this celebration? Do you aim to boost

brand awareness, strengthen customer relationships, attract new talent, or simply commemorate your history?

What is your budget for the 50-year business anniversary event and related activities? Establishing a realistic budget early on prevents financial surprises.

Who are your key stakeholders? This includes employees, clients, partners, investors, and the community.

## II. Developing a Comprehensive 50-Year Business Anniversary Strategy:

Once you've assessed your brand and goals, you can develop a robust strategy outlining how you'll celebrate your 50-year business anniversary. This strategy should incorporate several key elements:

**Theme and Messaging:** Choose a theme that reflects your brand's history and future vision. Develop consistent messaging across all communication channels.

**Timeline and Logistics:** Create a detailed timeline for all activities, ensuring ample time for planning and execution. This is especially critical for such a large-scale event.

**Event Planning:** This could range from an intimate gathering for employees to a grand gala for clients and partners. Consider the scale and nature of your event based on your objectives and budget.

**Marketing and PR:** Develop a comprehensive marketing and PR strategy to generate excitement and awareness leading up to and during your 50-year business anniversary. This might include social media campaigns, press releases, and targeted advertising.

**Legacy Project:** Consider initiating a legacy project, such as a charitable contribution, scholarship fund, or community initiative, to leave a lasting positive impact. This aligns perfectly with the significance of a 50-year business anniversary.

## III. Creative Ideas for your 50 Year Business Anniversary Celebration:

The possibilities for celebrating a 50-year business anniversary are endless. Here are some creative ideas to spark your imagination:

**Historical Exhibit:** Create a museum-style exhibit showcasing your company's history, featuring photos, documents, and artifacts.

**Anniversary Video:** Produce a compelling video highlighting your company's journey, key achievements, and future aspirations.

**Employee Recognition Program:** Recognize and reward long-serving employees for their contributions to the company's success. This is crucial for a 50-year business anniversary.

**Customer Appreciation Events:** Organize special events or promotions to express gratitude to your loyal customers.

**Community Involvement:** Sponsor a local event or charity to give back to the community that has supported your business for 50 years.

#### IV. Measuring the Success of your 50 Year Business Anniversary Celebration:

After the celebration, it's important to assess its success against your pre-defined goals. This can be achieved through:

**Collecting Feedback:** Gather feedback from attendees, employees, and stakeholders through surveys and feedback forms.

**Tracking Media Coverage:** Monitor media mentions and social media engagement to gauge the reach and impact of your PR efforts.

**Analyzing Sales Data:** If your 50-year business anniversary included promotions or campaigns, analyze sales data to assess their effectiveness.

#### V. Sustaining the Momentum Beyond your 50 Year Business Anniversary:

The celebration of your 50-year business anniversary shouldn't be a one-off event. It should serve as a springboard for continued growth and success. Consider:

**Developing a Long-Term Vision:** Use the anniversary as an opportunity to refine your company's vision and strategic plan for the future.

**Investing in Employee Development:** Foster a culture of continuous learning and development to ensure your company's continued success.

**Maintaining Brand Consistency:** Maintain brand consistency in all your communications and activities to reinforce your brand identity.

#### Conclusion:

A 50-year business anniversary is a remarkable accomplishment, deserving of a celebration that reflects your company's unique journey and values. By carefully planning and executing your 50-year business anniversary, you can not only commemorate your past achievements but also inspire future growth and success. Remember, this is a celebration of your legacy – make it unforgettable.

#### FAQs:

1. How far in advance should I start planning my 50-year business anniversary? Ideally, you should start planning at least 12-18 months in advance.
2. How much should I budget for a 50-year business anniversary celebration? The budget will vary greatly depending on the scale and type of celebration.
3. How can I involve my employees in the 50-year business anniversary celebration? Involve them in the planning process, create employee recognition programs, and feature their stories in your anniversary

materials.

4. What are some creative ways to showcase my company's history during the celebration? Consider a historical exhibit, an anniversary video, or a commemorative publication.
5. How can I measure the success of my 50-year business anniversary celebration? Track media coverage, gather feedback from attendees, and analyze sales data (if applicable).
6. How can I ensure my 50-year business anniversary celebration is environmentally friendly? Opt for sustainable materials, reduce waste, and support eco-friendly vendors.
7. How can I leverage my 50-year business anniversary to attract new talent? Highlight your company's history and culture in your recruitment materials and social media campaigns.
8. What if my business doesn't have a large budget for a 50-year business anniversary? Even a smaller-scale celebration can be meaningful and impactful. Focus on creating a heartfelt and authentic experience.
9. How can I keep the momentum going after the 50-year business anniversary celebration? Develop a long-term vision and strategy, invest in employee development, and maintain brand consistency.

#### Related Articles:

1. "Planning a Memorable 50th Anniversary Celebration: A Step-by-Step Guide": A detailed guide to planning every aspect of a 50th-anniversary event.
2. "Crafting a Powerful Narrative for Your 50-Year Business Anniversary": Focuses on storytelling techniques to effectively communicate your company's history and legacy.
3. "Building Brand Loyalty Through Your 50th Anniversary Celebration": Explores strategies for strengthening customer relationships during the anniversary.
4. "50 Years of Success: Showcasing Your Business Legacy Through a Digital Platform": Examines the role of digital media in commemorating a 50-year anniversary.
5. "Leveraging Your 50th Anniversary for Employee Engagement and Retention": Addresses the importance of employee recognition and morale during this milestone.

6. "The Economic Impact of a Successful 50-Year Business Anniversary": Analyzes the financial benefits of a well-planned anniversary celebration.
7. "Community Engagement Strategies for Your 50th Anniversary": Explores how to give back to your community during your company's anniversary.
8. "Measuring ROI of Your 50-Year Business Anniversary Celebration": Provides a framework for evaluating the return on investment of the anniversary event.
9. "Sustainable Celebrations: Eco-Friendly Practices for Your 50th Anniversary": Offers practical tips for planning a green and responsible anniversary event.

**50 year business anniversary: NASA's First 50 Years Historical Perspectives** Steven J. Dick, 2010-08-20 Fifty years after the founding of NASA, from 28 to 29 October 2008, the NASA History Division convened a conference whose purpose was a scholarly analysis of NASA's first 50 years. Over two days at NASA Headquarters, historians and policy analysts discussed NASA's role in aeronautics, human spaceflight, exploration, space science, life science, and Earth science, as well as crosscutting themes ranging from space access to international relations in space and NASA's interaction with the public. The speakers were asked to keep in mind the following questions: What are the lessons learned from the first 50 years? What is NASA's role in American culture and in the history of exploration and discovery? What if there had never been a NASA? Based on the past, does NASA have a future? The results of those papers, elaborated and fully referenced, are found in this 50th anniversary volume. The reader will find here, instantiated in the complex institution that is NASA, echoes of perennial themes elaborated in an earlier volume, *Critical Issues in the History of Spaceflight*. The conference culminated a year of celebrations, beginning with an October 2007 conference celebrating the 50th anniversary of the Space Age and including a lecture series, future forums, publications, a large presence at the Smithsonian Folklife Festival, and numerous activities at NASA's 10 Centers and venues around the country. It took place as the Apollo 40th anniversaries began, ironically still the most famous of NASA's achievements, even in the era of the Space Shuttle, International Space Station (ISS), and spacecraft like the Mars Exploration Rovers (MERs) and the Hubble Space Telescope. And it took place as NASA found itself at a major crossroads, for the first time in three decades transitioning, under Administrator Michael Griffin, from the Space Shuttle to a new Ares launch vehicle and Orion crew vehicle capable of returning humans to the Moon and proceeding to Mars in a program known as Constellation. The Space Shuttle, NASA's launch system since 1981, was scheduled to wind down in 2010, freeing up funds for the new Ares launch vehicle. But the latter, even if it moved forward at all deliberate speed, would not be ready until 2015, leaving the unsettling possibility that for at least five years the United States would be forced to use the Russian Soyuz launch vehicle and spacecraft as the sole access to the ISS in which the United States was the major partner. The presidential elections a week after the conference presaged an imminent presidential transition, from the Republican administration of George W. Bush to (as it turned out) the Democratic presidency of Barack Obama, with all the uncertainties that such transitions imply for government programs. The uncertainties for NASA were even greater, as Michael Griffin departed with the outgoing administration and as the world found itself in an unprecedented global economic downturn, with the benefits of national space programs questioned

more than ever before. There was no doubt that 50 years of the Space Age had altered humanity in numerous ways ranging from applications satellites to philosophical world views. Throughout its 50 years, NASA has been fortunate to have a strong sense of history and a robust, independent, and objective history program to document its achievements and analyze its activities. Among its flagship publications are *Exploring the Unknown: Selected Documents in the History of the U.S. Civil Space Program*, of which seven of eight projected volumes were completed at the time of the 50th anniversary. The reader can do no better than to turn to these volumes for an introduction to NASA history as seen through its primary documents. The list of NASA publications at the end of this volume is also a testimony to the tremendous amount of historical research that the NASA History Division has sponsored over the last 50 years, of which this is the latest volume.

**50 year business anniversary:** *The Baseball Hall of Fame 50th Anniversary Book* Gerald Astor, 1992 Presents historical photographs and original essays on Hall of Fame players by nine of the country's finest baseball writers.

**50 year business anniversary:** *A Cause for Our Times* Maggie Black, 1992 Maggie Black gives a wide-ranging, sometimes critical, account of Oxfam's first 50 years. In doing so, she projects Oxfam's own development against a backcloth of changing ideas in international affairs and charitable giving, of which its growth is both an inspiration and an expression.

**50 year business anniversary:** *360 Sound* Sean Wilentz, 2012-11-14 For 125 years, Columbia Records has remained one of the most vibrant and storied names in prerecorded sound, nurturing the careers of legends such as Bessie Smith, Frank Sinatra, Barbra Streisand, Miles Davis, Bob Dylan, Johnny Cash, Bruce Springsteen, Beyoncé, and many more. Written by distinguished historian Sean Wilentz, *360 Sound* tells the story of the label's rich history as it interweaves threads of technical and social change with the creation of some of the greatest albums ever made. Featuring over 300 rare and revealing images from the Columbia archives, this lavishly illustrated celebration is a must-have for any serious music fan.

**50 year business anniversary:** *Houston Rockets 50th Anniversary Book* , 1916-10-01

**50 year business anniversary:** *America's Jubilee* Andrew Burstein, 2007-12-18 In *America's Jubilee* distinguished historian Andrew Burstein presents an engrossing narrative that takes us back to a pivotal year in American history, 1826, when the reins of democracy were being passed from the last Revolutionary War heroes to a new generation of leaders. Through brilliant sketches of selected individuals and events, Burstein creates an evocative portrait of the hopes and fears of Americans fifty years after the Revolution. We follow an aged Marquis de Lafayette on his triumphant tour of the country; and learn of the nearly simultaneous deaths of John Adams and Thomas Jefferson on the 4th of July. We meet the ornery President John Quincy Adams, the controversial Secretary of State Henry Clay, and the notorious hot-tempered General Andrew Jackson. We also see the year through the eyes of a minister's wife, a romantic novelist, and even an intrepid wheel of cheese. Insightful and lively, *America's Jubilee* captures an unforgettable time in the republic's history, when a generation embraced the legacy of its predecessors and sought to enlarge its role in America's story.

**50 year business anniversary:** *A 50-year Adventure in the Advertising Business* Ernest W. Baker, 1999 Ernie Baker elaborates on his lifelong career in the world of advertising, and provides an insiders perspective on the business. His experiences range from very small local firms to some of the world's largest advertising agencies, where he worked for a multitude of clients.

**50 year business anniversary:** *Sports Illustrated 50 Years of Great Writing* Editors of Sports Illustrated, 2012-10-30 In the half-century since its birth, as Sports Illustrated grew from a struggling start-up to America's preeminent sports magazine, one thing has remained constant: the commitment to great storytelling. That part of the magazine's mission has always been easy to define: Identify the most compelling sports stories of our time and get the best writers in the business to tell them. This book brings together a lineup of writing talent worthy of the Hall of Fame and the classic stories they produced for Sports Illustrated over the past 50 years. Many of the writers whose work is collected here are longtime favorites of SI readers (Frank Deford, Rick Reilly, Steve Rushin, Gary Smith). Others are former SI staffers or contributors who left the fold, but not

before making an indelible mark on SI's history (Dan Jenkins, Rick Telander, Mark Kram, Roy Blount Jr., William Nack). There are celebrated journalists (A.J. Liebling, Jimmy Breslin, George Plimpton), screenwriters (Budd Schulberg and Kenny Moore), renowned novelists (Thomas McGuane, Pete Dexter, Wallace Stegner, Don DeLillo) and even a couple of Nobel Prize winners in literature (William Faulkner and John Steinbeck). The stories themselves are a mirror of our times. Included in this volume are accounts of some of the most memorable athletic feats of our era (Secretariat's Belmont victory, the Thrilla in Manila, and Bobby Thomson's shot heard round the world). Profiles of the towering athletic figures of our time (Bill Russell and Wilt Chamberlain, Ted Williams and Johnny Unitas). Good guys (Yogi Berra and Harry Caray) and bad guys (Sonny Liston and Mike Tyson). The fast (Roger Bannister) and the furious (Dick Butkus). The ridiculous (Howard Cosell) and the sublime (Josh Gibson). And the stories that simply touch our hearts and inspire us (Frank Deford's masterpiece on light heavyweight champ Billy Conn). This is the very best of the world's best sports magazine  $\frac{3}{4}$  and it just doesn't get any better than that.

**50 year business anniversary: Tributes** Peter Martins, 1998-10-21 From its beginning, New York City Ballet embodied a bold, modern idea of dance that resonated in every other art. The company and its dances inspired artists of every medium from Manhattan to St. Petersburg to Paris to myriad cultural havens around the world. Oversize and replete with lavish color, Tributes is a showcase for the exquisite art, sets, costumes, photography, poetry, and writing the City Ballet has inspired in the great creative minds of our time. An impressionistic portrait of the American treasure, Tributes pays homage to the Ballet and to the people who created it -- from George Balanchine and Lincoln Kirstein to Jerome Robbins and Peter Martins, to the dancers, artists, and composers whose artistic fantasies became stunning reality on stage. Boasting the most comprehensive repertory list to span the Company's fifty-year history and a complete chronology discography, and videography, Tributes is also a definitive history of the Company. This is an elegant celebration of New York City Ballet with full-color art and writing from the century's greatest artists and authors, who have been entranced and seduced by the premier dance company in the world. A luxurious celebration of New York City Ballet, Tributes is a must-have for every balletomane and lover of the arts.

**50 year business anniversary: The Encyclopedia of Country Living** Carla Emery, 1994 From the garden or barnyard to the kitchen table, here is a comprehensive resource for step-by-step information about food production. Filled with more than 1,000 recipes, 700 mail-order sources, how-to instructions, and earthly wisdom gleaned from a lifetime of self-sufficient living, this thorough, reliable treasury should be in every home. Features 300 illustrations.

**50 year business anniversary: 50 Years of Artificial Intelligence** Max Lungarella, 2007-12-10 This Festschrift volume, published in celebration of the 50th Anniversary of Artificial Intelligence, includes 34 refereed papers written by leading researchers in the field of Artificial Intelligence. The papers were carefully selected from the invited lectures given at the 50th Anniversary Summit of AI, held at the Centro Stefano Franscini, Monte Verità, Ascona, Switzerland, July 9-14, 2006. The summit provided a venue for discussions on a broad range of topics.

**50 year business anniversary: The Snowy Day** Ezra Jack Keats, 2012-10-11 The magic and wonder of winter's first snowfall is perfectly captured in Ezra Jack Keat's Caldecott Medal-winning picture book. Young readers can enjoy this celebrated classic as a full-sized board book, perfect for read-alouds of all kinds and a great gift for the holiday season. In 1962, a little boy named Peter put on his snowsuit and stepped out of his house and into the hearts of millions of readers. Universal in its appeal, this story beautifully depicts a child's wonder at a new world, and the hope of capturing and keeping that wonder forever. This big, sturdy edition will bring even more young readers to the story of Peter and his adventures in the snow. Ezra Jack Keats was also the creator of such classics as Goggles, A Letter to Amy, Pet Show!, Peter's Chair, and A Whistle for Willie. (This book is also available in Spanish, as Un día de nieve.) Praise for The Snowy Day: "Keats made Peter's world so inviting that it beckons us. Perhaps the busyness of daily life in the 21st century makes us appreciate Peter even more—a kid who has the luxury of a whole day to just be outside, surrounded

by snow that's begging to be enjoyed." —The Atlantic Ezra Jack Keats's classic *The Snowy Day*, winner of the 1963 Caldecott Medal, pays homage to the wonder and pure pleasure a child experiences when the world is blanketed in snow.—Publisher's Weekly

**50 year business anniversary:** *The Legend of Pfizer* Jeffrey L. Rodengen, 1999 Founded as a small fine chemicals manufacturer in 1849, Pfizer has established itself as one of the most innovative healthcare companies in the world. Using its famous fermentation process, Pfizer was able to mass produce the wonder drug penicillin during World War II and save thousands of Allied lives. Today, with revenues topping \$11 billion, Pfizer's drug pipeline is the envy of competitors, and its animal products are the world standard. The company nears its 150th year in business intent on becoming the world's largest pharmaceutical company. Illustrated with images from the Civil War to present day, *The Legend of Pfizer* tells the story of a company that has become an integral part of our lives. Individually boxed.

**50 year business anniversary: Small Business Administration 50th Anniversary Reauthorization Act of 2003** United States. Congress. Senate. Committee on Small Business and Entrepreneurship, 2003

**50 year business anniversary: The Mets** New York Daily News, Andy Martino, Anthony McCarron, 2011-09-01 In honor of the upcoming 50th anniversary of the amazing New York Mets, the New York Daily News has created the definitive commemorative tome for fans. Features include more than 200 of the newspaper's greatest Mets images and a fantastic foreword by Ron Darling.

**50 year business anniversary: Anniversaries** Uwe Johnson, 2018-10-16 A landmark of 20th Century literature about New York in the late 1960s, now in English for the first time. Late in 1967, Uwe Johnson set out to write a book that would take the unusual form of a chapter for every day of the ongoing year. It would be the tale of Gesine Cresspahl, a thirty-four-year-old single mother who is a German émigré to Manhattan's Upper West Side, and of her ten-year-old daughter, Marie—a story of work and school, of friends and lovers and the countless small encounters with neighbors and strangers that make up big-city life. An everyday tale, but also a tale of the events of the day, as gleaned by Gesine from *The New York Times*: Johnson could hardly foresee the convulsions of 1968, but some of the news—the racial unrest roiling America, the escalating war in Vietnam—was sure to be news for some time yet to come. Finally, it would be a tale told by Gesine to Marie about Gesine's childhood in a small north German town, of her independent and enterprising father, of her troubled mother, of Nazi Germany (Gesine was born the year Hitler came to power) and World War II and Soviet retribution and the grimly regulated realities of Communist East Germany. An ambitious historical novel as well as a wonderfully observed New York novel, *Anniversaries* would take in the unsettled world of the present along with the twentieth century's disastrous past, while vividly depicting the struggle of a loving, though hardly uncomplicated mother and a bright, indomitably curious girl to understand and care for each other and to shape a human world. Gesine and Marie are among the most memorable and engaging characters in literature, and *Anniversaries*, at once monumental and intimate, sweeping and full of incident, stylistically adventurous and endlessly absorbing, is quite simply one of the great books of our time.

**50 year business anniversary: When You Reach Me** Rebecca Stead, 2011-09-01 Miranda's life is starting to unravel. Her best friend, Sal, gets punched by a kid on the street for what seems like no reason, and he shuts Miranda out of his life. The key that Miranda's mum keeps hidden for emergencies is stolen. And then a mysterious note arrives: 'I am coming to save your friend's life, and my own. I ask two favours. First, you must write me a letter.' The notes keep coming, and Miranda slowly realises that whoever is leaving them knows things no one should know. Each message brings her closer to believing that only she can prevent a tragic death. Until the final note makes her think she's too late.

**50 year business anniversary: Wild Company** Mel Ziegler, Patricia Ziegler, 2012-10-02 In the tradition of *Pour Your Heart Into It* and *How Starbucks Saved My Life*, a surprising and inspiring memoir from the founders of Banana Republic. With \$1,500 and no business experience, Mel and Patricia Ziegler turned a wild idea into a company that would become the international retail

colossus Banana Republic. Re-imagining military surplus as safari and expedition wear, the former journalist and artist created a world that captured the zeitgeist for a generation and spoke to the creativity, adventure, and independence in everyone. In a book that's honest, funny, and charming, Mel and Patricia tell in alternating voices how they upended business conventions and survived on their wits and imagination. Many retail and fashion merchants still consider Banana Republic's early heyday to be one of the most remarkable stories in fashion and business history. The couple detail how, as "professional amateurs," they developed the wildly original merchandise and marketing innovations that broke all retail records and produced what has been acclaimed by industry professionals to be "the best catalogue of all time." A love story wrapped in a business adventure, Wild Company is a soulful, inspiring tale for readers determined to create their own destiny with a passion for life and work and fun.

**50 year business anniversary:** Fare Thee Well , 2015 A photographic document of the Grateful Dead's final five Fare Thee Well concerts in Santa Clara, Ca. and Chicago, Il. The book follows the final reunion of the core four surviving members of the Grateful Dead - Mickey Hart, Bill Kreutzmann, Phil Lesh, and Bob Weir- along with Trey Anastasio from Phish, Jeff Chimenti on keyboards and Bruce Hornsby on piano as they say goodbye with 5 magical nights of music. This historical book presents beautiful spreads of epic and exclusive live and backstage images by Jay Blakesberg and his photo team, and features a foreword by basketball legend and Major Domo Deadhead Bill Walton with an afterword by David Lemieux, the official archivist for the Grateful Dead.--provided from Amazon.com.

**50 year business anniversary:** Historical Dictionary of the Fashion Industry Francesca Sterlacci, Joanne Arbuckle, 2017-06-30 From the first animal skin body coverings, to today's high fashion collections, fashion has held an important role in the evolution of mankind. The fashion industry has, and continues to make, major contributions to our cultural and social environment. It is an industry that responds to our inherent longing for tribal belonging, our socio-economic needs, individual lifestyles, status stratification and profession apparel requirements. The fashion industry is fast-paced, complex and ever changing, in response to consumer needs. Throughout the world, vast numbers of people contribute to this industry, each with the shared goal of supplying an end product of a particular price point directed at a target consumer. This second edition of Historical Dictionary of the Fashion Industry contains a chronology, an introduction, appendixes, and an extensive bibliography. The dictionary section has over 1,400 cross-referenced entries on designers, models, couture houses, significant articles of apparel and fabrics, trade unions, and the international trade organizations. This book is an excellent resource for students, researchers, and anyone wanting to know more about the fashion industry.

**50 year business anniversary:** Virgin by Design Nick Carson, 2020-04-28 A celebration of fifty years of daring innovation at the iconic Virgin brand. There is only one brand that could start as a record company and evolve into an airline, a hotel chain, and a space-flight provider—and that brand is Virgin. Because of the daring vision and marketing genius of Richard Branson, Virgin has defied categorization and broken all the rules of business while creating one of the most recognizable companies of all time. This new volume is a celebration of fifty years of bold innovation at Virgin. Lavishly illustrated, it tells the story of the creation and development of a globally respected brand. More than a retrospective, this book gets to the very heart of the Virgin brand, telling the gutsy origin story while examining why audiences and consumers adore all things Virgin. Virgin by Design is for anyone interested in corporate identity, innovation, and stories of breaking the rules. With signature Virgin flair, this book includes chapters on being playful in business, risks without recklessness, collaboration, and using business to do good. Virgin companies past and present are featured, including those that were launched and closed, such as Virgin Cola and Virgin Brides, highlighting the company's resilience and spirit alongside its creativity and success.

**50 year business anniversary:** **LIFE The Moon Landing: 50 Years Later** The Editors of LIFE, 2019-06-21 LIFE Magazine presents The Moon Landing: 50 Years Later.

**50 year business anniversary:** **The Feminine Mystique** Betty Friedan, 2001-09-17 The book

that changed the consciousness of a country—and the world. Landmark, groundbreaking, classic—these adjectives barely describe the earthshaking and long-lasting effects of Betty Friedan's *The Feminine Mystique*. This is the book that defined the problem that has no name, that launched the Second Wave of the feminist movement, and has been awakening women and men with its insights into social relations, which still remain fresh, ever since. A national bestseller, with over 1 million copies sold.

**50 year business anniversary:** *The Alchemist* Paulo Coelho, 2015-02-24 A special 25th anniversary edition of the extraordinary international bestseller, including a new Foreword by Paulo Coelho. Combining magic, mysticism, wisdom and wonder into an inspiring tale of self-discovery, *The Alchemist* has become a modern classic, selling millions of copies around the world and transforming the lives of countless readers across generations. Paulo Coelho's masterpiece tells the mystical story of Santiago, an Andalusian shepherd boy who yearns to travel in search of a worldly treasure. His quest will lead him to riches far different—and far more satisfying—than he ever imagined. Santiago's journey teaches us about the essential wisdom of listening to our hearts, of recognizing opportunity and learning to read the omens strewn along life's path, and, most importantly, to follow our dreams.

**50 year business anniversary:** *Space Odyssey* Michael Benson, 2019-04-23 The definitive story of the making of 2001: A Space Odyssey, acclaimed today as one of the greatest films ever made, and of director Stanley Kubrick and writer Arthur C. Clarke—"a tremendous explication of a tremendous film....Breathtaking" (The Washington Post). Fifty years ago a strikingly original film had its premiere. Still acclaimed as one of the most remarkable and important motion pictures ever made, 2001: A Space Odyssey depicted the first contacts between humanity and extraterrestrial intelligence. The movie was the product of a singular collaboration between Stanley Kubrick and science fiction visionary Arthur C. Clarke. Fresh off the success of his cold war satire *Dr. Strangelove*, Kubrick wanted to make the first truly first-rate science fiction film. Drawing from Clarke's ideas and with one of the author's short stories as the initial inspiration, their bold vision benefited from pioneering special effects that still look extraordinary today, even in an age of computer-generated images. In *Space Odyssey*, author, artist, and award-winning filmmaker Michael Benson "delivers expert inside stuff" (San Francisco Chronicle) from his extensive research of Kubrick's and Clarke's archives. He has had the cooperation of Kubrick's widow, Christiane, and interviewed most of the key people still alive who worked on the film. Drawing also from other previously unpublished interviews, *Space Odyssey* provides a 360-degree view of the film from its genesis to its legacy, including many previously untold stories. And it features dozens of photos from the making of the film, most never previously published. "At last! The dense, intense, detailed, and authoritative saga of the making of the greatest motion picture I've ever seen...Michael Benson has done the *Cosmos* a great service" (Academy Award-winning actor Tom Hanks).

**50 year business anniversary:** *A Portrait of Walt Disney World* Kevin Kern, Tim O'Day, Steven Vagnini, 2021-09-28 This expansive, must-have coffee table book paints a robust portrait of the Walt Disney World Resort, across half a century, through diverse and vibrant voices and mostly unseen Disney theme park concept art and photographs. Walt Disney's vision for the Florida Project begins with Disneyland and the 1964-1965 New York World's Fair. After an imaginative and expansive design, a unique land acquisition process, and an innovative construction period, the Walt Disney World Resort celebrated its Grand Opening in October 1971. It featured a theme park dubbed the Magic Kingdom and three recreational resorts: Disney's Contemporary Resort, Disney's Polynesian Village, and Disney's Fort Wilderness Resort & Campground. As Walt Disney World consistently grew and further evolved through the five decades that followed, certain themes reverberated: an appreciation for nostalgia, a joy for fantasy, a hunger for discovery, and an unending hope for a better tomorrow. Inspirational and memorable theme parks, water parks, sports arenas, recreational water sports, world-class golf courses, vast shopping villages, and a transportation network unlike any other in the world resulted in fun, festive, and familiar characters, traditions, spectacles, merchandise, and so much more. The resort has come to represent the pulse

of American leisure and has served as a backdrop for life's milestones both big and small, public and private. Walt Disney World: A Portrait of the First Half Century serves as a treasure trove for vacationers, students of hospitality, artists, and all Disney collectors. Searching for that perfect gift for the Disney theme park fan in your life? Explore more archival-quality books from Disney Editions: Holiday Magic at the Disney Parks The Disney Monorail: Imagineering a Highway in the Sky Walt Disney's Ultimate Inventor: The Genius of Ub Iwerks One Day at Disney: Meet the People Who Make the Magic Across the Globe Marc Davis in His Own Words: Imagineering the Disney Theme Parks Yesterday's Tomorrow: Disney's Magical Mid-Century Eat Like Walt: The Wonderful World of Disney Food Maps of the Disney Parks: Charting 60 Years from California to Shanghai The Haunted Mansion: Imagineering a Disney Classic Poster Art of the Disney Parks

**50 year business anniversary:** The American Cancer Society Irvin D. Fleming, Harmon J. Eyre, Jan Pogue, 2010 Chronicles the persistent work of those involved with the American Cancer Society, covering the history of its founding and ongoing work in the twenty-first century in areas such as prevention, early detection, cures, and the formation of public policies.

**50 year business anniversary:** Qe2 Chris Frame, Rachele Cross, 2017-08-14 Fifty years ago, the last British-built transatlantic liner was launched. Christened by HM The Queen on September 20, 1967, the 963-feet-long vessel was named Queen Elizabeth 2. By the end of that same day, she was already known by her famous nickname: QE2. Fast, smart and sleek, QE2 sailed more than 5.6 million miles and carried more than 2.5 million passengers during a magnificent 39 1/2 year career. Put simply, she carried more people further than any ship before her and remains the longest-serving express liner in history. Through words penned by passionate QE2 travelers and with tribute stories from captains, crew, and guests, a wide selection of carefully selected photographs bring this wonderful ship to life.

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