

# Does your lifestyle determine how you vote?

THE ASSOCIATED PRESS

**NEW YORK** — Worried about the economy? Up in arms over abortion? Concerned about Iraq?

Those issues are one way to figure out how you'll vote in the Nov. 7 midterm elections, but here's another way.

What kind of soda do you drink? What's your favorite TV show? What brand of car do you drive?

A new book, "Applebee's America," contends that your lifestyle—what's in your refrigerator or your garage—says as much about your politics as your position on gay marriage or whether you live in a red or blue state.

And if politicians want to succeed, the book says, they would do well to follow the example of successful businesses like Applebee's or Starbucks, which have connected with consumers not just because of the product they are selling, but because

## Will South switch doughnut loyalties?

Continued from page 3B

Rosemary Evans was clearly in the Krispy Kreme camp as she shared a dozen doughnuts with her children on a recent Saturday morning.

"Dunkin' Donuts just don't have much flavor," said Evans, who grew up in Alabama. "These are just more moist. You can fold them up and stuff a whole one in your mouth."

Dunkin' Donuts fan Jack Lehnhart disagrees. "Wax doughnuts," he says about Krispy Kremes.

Lehnhart, an Ohio native, and his wife Nancy brought their out-of-town guests, Jo-Ann and Bob Ruel, to the Dunkin' Donuts store in Franklin before the Ruels started driving home to Chatham, Mass.

"When we're on the highway, we're always looking for the DD sign," Jo-Ann Ruel said.

Josh Owens, an equity analyst who follows the restaurant industry for Morningstar in Chicago, said Krispy Kreme is still a relatively small chain compared to Dunkin'.

"Dunkin' Donuts has a reasonably strong brand. It's a brand a lot of people are familiar with. It's not necessarily going to have the fad element that Krispy Kreme had with its expansion," he said.

Krispy Kreme went public in 2000 and became a national sensation as it expanded across the country. Its stock price and profits climbed rapidly, but then crashed in 2004.

Krispy Kreme executives at the time blamed the low-carb craze for declining sales, but the company had serious problems—it faces shareholder lawsuits and investigations alleging it engaged in faulty accounting—and analysts said it grew too fast. Krispy Kreme Doughnuts Inc. recently hired two former tobacco executives who are expected to help the company clear some of its problems.

Dunkin' Donuts executives say that won't happen to them because they plan to expand slowly and with a broader line of products.

"We're very different," Rodriguez said. "Our brand and our model is very different. We're a full line of baked goods. We're renowned for our coffee, which is a major, major player."

In fact, Dunkin's coffee may be more important to its business prospects than its cakey doughnuts. While Starbucks Corp. leads the growing \$11 billion industry, there's still plenty of room, Owens said.

of the values and lifestyle they represent.

"Before you get to some issue or discussion about your product, you have to establish some gut-value connection with people. It's, 'How can we convey a sense of values that taps into what people care about,' as opposed to, 'Buy this for \$13.95,'" said "Applebee's America" co-author Matthew J. Dowd, who was a strategist for President Bush's White House campaigns.

Once you establish a brand,

Dowd adds, whether in business or politics, "you have to constantly tend to, preserve, and understand the connection people have with your brand." When voters lose faith in a political party, he says, it means "they've lost their connection with the brand."

Dowd and his co-authors, Douglas Sosnik, a strategist in the Clinton White House, and Ron Fournier, a former political writer for The Associated Press, see their book as offering a roadmap

for success whether you are selling a product, a concept or a candidate.

Dowd, who now consults for California Gov. Arnold Schwarzenegger, says that

just as Americans are polarized on many issues, "there are also polarized product choices." People's product choices are becoming more and more like value choices.

It's not, I like this water, the way it tastes.' It's 'I feel like this car, or this show, is more reflective of who I am.' More and more people make those choices based on a value."



## -Say Yes To Success!

*"Dr. Arrington teaches you how to lead a healthy, balanced and successful life"*

**Dr. Carl Arrington, Director of Market Expansion**

### If You Don't Like It!

One of the easiest things for us to do when life does not go the way that we want it to go is to complain. We may find ourselves faced with situations that we feel are obstacles to the kind of life that we have dreamed of having. We may tell others how bad life is for us. We may look at a situation and complain about how unfair life is to us. We wonder why others seem to be doing so well when we are doing so badly.

For some of us, we sometimes believe that people are intentionally trying to do whatever they can to make us miserable. We are convinced that people are actively working against us.

One of the things that we have a tendency to do is to complain about how miserable we are with a situation whenever we are with our friends. Sometimes we take turns with each other, sharing with one another how bad life is.

However, the question we must ask ourselves in the midst of all our complaining is this: "Do we really want our circumstances to change?" Some people complain about a situation for years. If we really think about it, we must ask ourselves that if a particular situation is as unbearable as we say it is, why do we choose to stay in it.

The truth is that often we do what is called venting. We face a situation that we do not like and we just want someone to listen to us. We really have

no intention of changing it. On the other hand, when we really become fed up with a situation and find it unbearable, we will begin to take steps to change our lives.

That is the key. If we find something in our lives that we do not like, it is up to us to change it. No matter how much we may complain about our situation, no one has the power to change it except us. We must always take the first step.

Whatever you may find in the world that you find unacceptable, it is up to you to do whatever you can to change it. It may have to do with your career. There may be things about your family that you do not like. There may be something in a personal relationship that you wish were different. Whatever it is, if you do not like it, it is up to you to take the steps to change the situation.

Even if you feel that you are unsuccessful in your attempts to change something, at least you can have the satisfaction of knowing that you tried to make a change in your life. The change may not be as complete as you would like it to be, but you are further along than if you had not taken some action to change. The goal is to keep moving. This will bring you closer and closer to the kind of life you really want to live.

**Learn the way to Success!"**

**Contact Dr. Arrington**

cla@maximumsuccess.com

Your Source for Total Life Success!

Contact Dr. Arrington for details 704-591-1988 • cla@maximumsuccess.com

**Maximum Potential, Inc....Tapping into the Power of You!**

INFORMATION REQUEST FOR MORE DETAILS • FAX: 704-566-9704

Name \_\_\_\_\_ Street Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_ Home Phone \_\_\_\_\_ Work Phone \_\_\_\_\_  
 E-mail \_\_\_\_\_ Don't Delay, Call Today!

**AMERICARE HEALTH**

**AmeriCare Health**  
**"Sugar Creek" Medical Center**

**721 W. Sugar Creek Rd. • 704-941-8020**

**"Now Open"**

**"A New 3 Million Dollar Facility"**  
*(across the street from Mayfield Memorial Baptist Church)*

**"On The Plaza" • 704-535-0400**  
 1805 Milton Road • Charlotte, NC 28215

**"At The Park" • 704-399-2677**  
 6023 Beatties Ford Road • Charlotte, NC 28216

Visit AmeriCare at either location  
**For All Family Healthcare Needs**  
 - Accepting New Patients -  
 "Appointments Not Necessary"

**Comprehensive Healthcare**  
**You Need and Deserve:**


- State-of-the Art Pediatrics
- Urgent Care • Internal Medicine
- Minor Trauma • Industrial Medicine
- Diagnostic Center



**Dr. Fidelis Edosomwan**

Open Mon-Fri, 9am-7pm, Sat. 9am-5pm

*"For I will restore health unto thee, and I will heal thy wounds, saith the Lord." - Jeremiah 30: 17*




The bigger we get, the bigger our dreams get.

As one of the nation's leading employers, McDonald's® provides opportunities for professional growth from our restaurants to our corporate management. Working at McDonald's can also lead to owning your own restaurant, and joining the ranks of the other 1,200 African-American owned restaurants that generate billions of dollars in annual sales. To help our communities grow even further, we sponsor organizations like the United Negro College Fund, which provides millions of dollars in scholarships each year. We think it's safe to say we are truly rooted in the success of our communities.

Deeply rooted in the community 365 days a year.

For information on McDonald's community involvement, visit us at 365Black.com.



**I'm lovin' it®**