



## 10 Year Anniversary Ideas: *Major Events from the Past Ten Years*

- Google is founded by Stanford University PhD candidates Larry Page and Sergey Brin, and launches September 27, 1998.
- NASA sends veteran astronaut John Glenn into space on the Space Shuttle Discovery, making him the oldest person to ever have been in space, on October 29, 1998.
- Apple Computers unveil the iMac on May 7, 1998.
- MCI Communications and WorldCom complete their \$37 billion merger to form MCIWorldCom.com on September 15, 1998.
- Magazine *Marketing Today* launches, featuring marketing articles, marketing research, marketing studies, and marketing trends in 1998.
- Coke adds Dr. Pepper, Canada Dry, and Crush to its repertoire of soft drinks in a deal with Cadbury Schweppes on December 11, 1998.
- 'Open Diary' weblog innovates the reader comment and becomes the first blog community where readers can add comments to other writer's blog entries upon launching in October of 1998.
- Jonathon Dube of The Charlotte Observer publishes the first known use of a weblog on a news site chronicling Hurricane Bonnie in August of 1998.
- ZD Net and Internet Computing Magazine collaborate for the launch of 'E-Business,' an electronic commerce and communications mega-site on July 8, 1998.
- Microsoft's Windows 98 (first addition) launches on June 25, 1998.
- The United Nations launches their website on December 11, 1998.
- Digital Equipment Corporation, a pioneering American computer company, is acquired by Compaq in June of 1998.
- The 1998 Winter Olympics are held in Nagano, Japan, February 7 through February 22.
- The Disney's Animal Kingdom theme park at Walt Disney World opens to the public for the first time April 22, 1998.
- The first Euro coins are minted in Pessac, France on May 11, 1998.
- Marketing Resources & Results begins in 1998, soon to become one of the greatest marketing firms northeast Ohio and the world has ever seen (We could do a 'Top Ten Achievements of 1998', MRR being the number one, of course).

*Let's write a press release, a blog post, a newsletter article and figure out a cool theme for the 10 year birthday party open house using one or more of these "factoids" to make it a more fun and memorable 10 year story!*

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