



RICKY'S MYTHS
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Cashing in on temporary disorders

December is that time of the year when smart entrepreneurs engage our senses to cash in on our irrational purchasing habits. During this season, they know that people drink too much and eat too much. There is excessive and unnecessary impulse buying for goods and services that, if we gave it a moment's thought, we can do well without. Many of us suffer temporarily from various syndromes such as eating and drinking disorders during this period. Merchants that deal in food, drinks, analgesics and gastro-intestinal laxatives and relievers always see significant spikes in sales during this period.

Without a shadow of doubt, these seasonal disorders will continue to

haunt us for a long time to come so long as we maintain our over indulgence stance. Notwithstanding, some entrepreneurs who are more inclined to reading trends and anticipating opportunities that are likely to arise in future, have identified another emerging disorder. This disorder is referred as Adult Onset Adventure Deficit Disorder or AOADD for short. Like other symptomatic descriptors of disorders, this particular one is characterised by adults whose closest encounter with any kind of adventure experience is when they watch Ultimate Survivor Man on satellite television.

When they travel down to the coast over the holidays, their idea of adventure is trying to out-compete their peers

on who can knock back down the most number of beers. The notion of physical and exhilarating adventure such as jet skiing and scuba diving never crosses their minds. In the same breath, their travels up-country usually take them through bungee jumping and white water rafting territory but their minds and stomachs are fixated on the choice roast goat meat that will be indulged as per tradition.

But thanks to forward thinking entrepreneurs, there is an emerging focus on offering holiday packages that encourage adults to reverse AOADD symptoms over the holiday period. There are companies that are advertising interesting holiday packages that promise potential customers an

experience of a lifetime. Rather than showing pictures of hotel beds, food platters and sun bathers, they are marketing images showing excited people bungee jumping, hiking, white-water rafting and even riding camels in remote parts of the country. For those of us going through the early stages of Adult Onset Adventure Deficit Disorder, this is as great time as any to give these companies a call and sign-up for one of their customised packages.

Not only will these adventure packages reverse AOADD, they will also ensure that we all kick-off 2010 in a vibrant, energetic and invigorated mood. There will definitely be a lot less hangovers, stomach upsets and psychological trauma over early business working days of 2010. So, kudos to these entrepreneurs for their forward thinking and socially beneficial initiatives. Their appetite for engaging in such risks will most likely be rewarded as the awareness of AOADD increases.

For those not in the know, the philanthropic world is fast leveraging AOADD initiatives to drive popular and collectively beneficial initiatives.

Once such AOADD reversing initiative is the annual Rhino Charge event which is an annual off road motorsport competition that has been held in Kenya since 1989. It is a unique and exciting competition that requires bravery and a high level of skill in off-road driving and navigation. The event is held to raise funds for a very noble cause – conservation of Kenya's Aberdare Ecosystem.

For those of you who think that participants in this annual event are youngsters may be pleasantly surprised to learn that there are good number of senior citizens who not only show up to witness the event, but also dare to participate too. The visionary founders of this great philanthropic initiative had the foresight to develop and package an event that would not only attract young adrenaline charged participants, but also older ones ready to fight off the symptoms of AOADD. No wonder the event has been such a great success and is now a major item on the Kenya annual calendar of activities.

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