

2010

by Diane MacWilliams, President and CEO

Over the past 20 of our 33 years, we have worked with clients who have used this date to set goals and create visions.

From Horizon 2010 to Vision 2010 or even the 2010 Project, this date has been a symbol of the future.

These titles began long strategy and planning sessions where great minds envisioned what the future would look like, and how they would do all the right things to still be a viable company when the calendar clicked over to 2010. Quicksilver produced meetings, presentations and videos to support these programs, sometimes helping with a yearly update on how far along in the plans a company or group had come.

There was even a movie titled 2010 that was released in 1984. It had something to do with Americans and Russians setting out to see if there is life beyond the stars. What a concept that was in 1984—Americans and Russians in the same space ship. At least that's what we thought until 1990. The movie's tag lines included "Something wonderful is about to happen," "We are not alone," and "The year we make contact." As we begin 2010, those themes actually seem to be more inspiring than the date.

What the movie and the corporate planning teams could not foresee was the rapidly increasing pace of change. The economy, employment, the automotive and healthcare industries, the government, globalization and so much more would have kept our crystal ball spinning. This is not to say we should stop planning or creating visions that take us forward, inspire us and give us hope, but it does help us realize that we should take a moment today to stop and appreciate what is right in front of us.

As President of Quicksilver, I have great appreciation for our outstanding team, creative and supportive associates and amazingly thoughtful and successful clients. Surrounded by such positive energy, we begin another year with gratitude for what we have, and excitement for what is yet to be in 2010. After all, who would have predicted in 1976 that a woman-owned business could be this viable in 2010—and even have plans, goals and a vision.

Wishing you a healthy and prosperous New Year.

Peace and Joy,
Diane MacWilliams

Diane MacWilliams is the president and founder of Quicksilver Associates, which celebrated its 33rd anniversary on June 6, 2009. Diane has been active in WBDC, serving on the board that certifies businesses as woman owned.

Quicksilver has been in business as a private, woman-owned, full-service business communications firm since 1976. We have great depth of experience working with a wide variety of corporate clients. We become part of the team, acquiring a deep understanding of each client's communication needs, business goals and the desired results. We then embark on a collaborative development process and successfully deliver on those results. [Click here](#) to learn about our full range of capabilities or [contact our sales team](#) for more information.