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Competition! Whether you like it, dislike it, thrive on it, or wilt from the pressure, it's one of the things that drives excellence. Without it. who raises the bar, pushes us to our limits, or shows us just how good we can be? Of course, many people are self-driven to be the best that they can be, however, without competition, how do they really know whether their "best" might not be raised a notch or two through tough competition?

I'm a firm believer that participating in a sport, a competitive sport, helps to build that spirit, and prepares young people for a life that is filled with competition. They will have to compete for jobs, compete for a raise or promotion, or as a business owner, compete for customers. In each of those instances, there are winners and losers.

**ARPI provides business and community** coaching throughout the United States. If you have a business question for Jack, email him at jack.newcomb@totelcsi.com. You can also visit the ARPI website, www.advancingruralprosperity.com.

You don't always win, nor do you always lose. Sports participation teaches a person how to deal with both. A good coach knows that, and teaches his charges to win with grace, and lose with dignity. A good coach will also urge the team members to "dig a little deeper" to find the competitive edge to push them into the winners' circle.

Life's lessons begin at an early age, and my belief is that we do our kids a disservice if we remove competition from the equation. Participation trophies are nice, but they don't instill the drive that is necessary to push performance to the next level. That's what competition is all about, performance. Both sports and business are measured by performance because people reward excellence.

