

STORY BEHIND THE STARFISH COMPANY NAME

One person can make a
difference....

As you can learn from the Starfish
story....

While walking down the beach, a man saw someone in the distance leaning down, picking something up and throwing it in the ocean. As he came closer, he saw thousands of starfish the tide had thrown into the beach. Unable to return to the ocean during low tide, the starfish were dying. He observed a young boy picking up the starfish one by one and throwing them back into the ocean. After watching the seemingly futile effort, the observer said, "There must be thousands of starfish on this beach. It would be impossible for you to save all of them. There are simply too many. You can't possibly save enough to make a difference." The young boy smiled as he picked up another starfish and tossed it back into the ocean.

"It made a difference to that one," he replied.