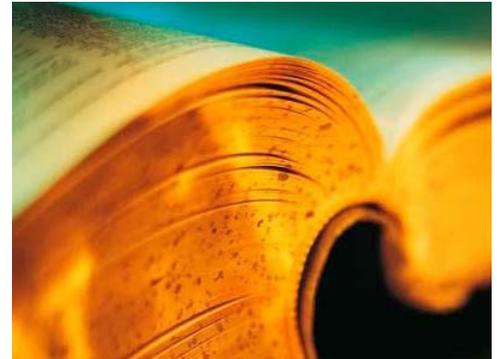


What's In a Name?

With the upcoming name change from Sentara EAP to Optima EAP on June 17th, we thought it would be fun to share some thoughts on the process of naming. The first quote that comes to mind is from William Shakespeare's play, "Romeo and Juliet", "**What's in a name? That which we call a rose by any other name would smell as sweet.**" That one really seemed to stand out because nothing about us will be changing except our name. We will continue to provide excellent service and everything else about us will remain the same.



The origin of why we name people, places and things is unknown. The reasons behind naming can only be guessed. But, most likely, naming identifies and makes something or someone memorable. Most names appear to have had some sort of original meaning, usually descriptive.



For those of you that have had to select a name for a child or pet understand how it can be an interesting, and sometimes challenging process. Maybe the name is selected because of the way it sounds, or maybe it reminds you of someone or something. It could be selected because of the associated meaning or it could be that it has been handed down through the family for generations.

Ultimately, it does not really matter what you are called or what the associated meaning of your name is. It is what you stand for (your values, integrity, work ethics, generosity, listening ear, kindness, helpfulness, etc) that counts in the end. And in the end, we will let you be the judge with our EAP.



"A rose is but a rose."—Gertrude Stein

But, Optima EAP is not just any EAP! We are your EAP.

**Sentara EAP is available to provide assistance when one is faced with challenges in home or work life. Please call to schedule a confidential appointment with one of our licensed clinical professionals.
1-800-899-8174 or 757-363-6777**

Visit our web site at www.ilab.org/hr/sentaraeap.html for additional topics & information.