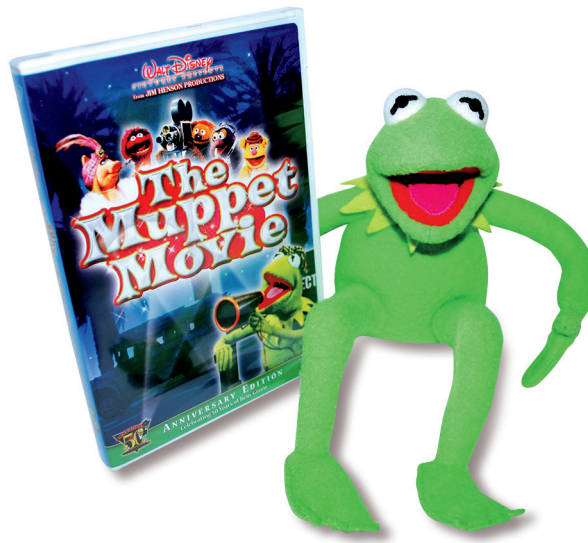




**ABOVE:** Company celebrations provide Mark with plenty of chances to exercise the theatrical side of his personality.

**ABOVE RIGHT:** Karaoke fun in the mid-1980s with Marion Fiero, Mary DeScioli, Patricia Rohrer, and Colleen Thomas.

**RIGHT:** *The Muppet Movie* introduced Mark to his alter ego, Kermit the Frog, in 1979. The movie's theme has had a lasting effect on the company.



The fun generally includes skits and songs. While some company owners would never dream of looking silly in front of employees, Mark has always loved to perform at parties and events. What other corporate president has dressed up as various female characters (including a rock star), a caveman, a cowboy, and even one of the Blues Brothers? The nature of the skits, and the sometimes wacky costumes, spring from Mark's endlessly creative mind. "I always say Mark is a party looking for people," laughs Anita Palmer, Project Coordinator in charge of Awards Weekends.

The late 1970s were also joyful years for the Baiadas at home. Mark and Peggy welcomed their second child, Janice, in 1979. Juggling two small children while running a business wasn't easy, but fortunately the couple could reach out to local family members and their tight-knit work family to help.

### Meeting the Muppets

Another huge event of 1979 was *The Muppet Movie*, which made a profound impact on Mark. In the movie, Kermit the Frog is persuaded by an agent to go to Hollywood to pursue a career in the movies. Along the way, he meets a motley crew of characters with different talents but similar goals. They come together, resist villainous attempts to sell out to big commercial interests, and travel on Kermit's bus to pursue their common dreams. This struck a chord with Mark that has never stopped resonating: "We're just like them. We started small. And we have this bigger dream of 'going to Hollywood,' which for us means being the world's