



**BRUCE LICHT**

**FOUNDER OF *MY ELEVATOR PITCH FOR GOD*, ENTREPRENEUR, AND AUTHOR**

Bruce grew up in Lafayette, California and received a BA in Political Science from UCLA as well as a Graduate Gemologist degree from the Gemological Institute of America. After graduating, Bruce operated his family's 100 year-old retail fine jewelry business for twenty-two years. Bruce had a passion for computers and graphic arts, so he changed careers and joined his best friend at a national technical publishing company for seventeen-years as the company's Publisher, where they invented the modern labor law poster industry, including the first "All- On-One Labor Law Poster" and "Labor Law Poster Compliance Plan."

Aside from being the Founder of the website, "My Elevator Pitch for God," Bruce was the co-editor of the book, *My Elevator Pitch For God: Volume 1*, and author of the cookbook titled, *Immediate Chef: No Previous Experience Required*.

# The Magnificence in the Mundane

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It is easy to become numb, complacent, or distracted about just how much joy and beauty fill our lives. Yet if we paused long enough to truly notice and appreciate what we've been given, we would be overwhelmed with gratitude, jumping for joy and pulsing with unbridled ecstasy.<sup>1</sup> Abundant wonder and magnificence can be found virtually everywhere, woven into ordinary moments, and shines like an incandescent reminder of God's generosity in making us human and alive.

From the first pale glimpse of daylight in the early morning sky, the warmth of the afternoon sun on your face, and the vibrant colors of a sunset, to the vast expanse of the night sky crowded with stars...

From the drifting, ever-changing shapes of passing clouds, the constant march of the seasons, the delicate symmetry of snowflakes, and the clean, fresh smell that follows rain...

From the wide variety of colorful blooming flowers, the towering presence of soaring redwoods, the tickle of grass beneath bare feet, and the chorus of living creatures—singing birds, buzzing bees, and purring cats...

From the steady rhythm of our pumping heart, the repetitive filling of our lungs with air, the body's natural ability to heal a wound, and our remarkable capabilities to think, eat, drink, walk, and talk...

From the refreshing sensation of a cold drink on a hot day, the burst of energy from a morning cup of coffee, the delicious flavors of all our favorite foods, and the joy of sharing satisfying meals with others...

From the contagiousness of laughter, the reliability of a dear friend, the shared gift of companionship, and the grounding bond and comfort of family...

From the fulfillment that comes from hard work, the "aha!" moment of sudden understanding, the exhilaration of learning new skills, and the peace that comes from quiet reflection...

From the capacity to feel deeply, the knowledge that each day offers the possibility to fulfill a new purpose, the opportunity to help someone in need, and the chance to leave the world better than you found it...

From the discovery of hope in hardship, the growth that comes through struggle, the strength found in perseverance, and the realization that life remains precious even in suffering...

From the recognition that it must be God who has granted us the capacity to seek out and have a spiritual connection with Him, to knowing He hears all our prayers, to trusting that He is at work in our life, guiding each step...

The human experience is so rich, layered, multidimensional, and overflowing with meaning. All this abundant, robust beauty testifies to God's constant, gracious presence, making every day a miraculous experience.<sup>2</sup> Some quotes come to mind... In the words of Benedictine monk, David Steindl-Rast: *"It is not joy that makes us grateful; it is gratitude that makes us joyful."*<sup>3</sup> British author Eden Phillpotts wrote: *"The universe is full of magical things patiently waiting for our wits to grow sharper."*<sup>4</sup> And as G. K. Chesterton wrote: *"Gratitude is happiness doubled by wonder."*<sup>5</sup>

## Footnotes:

- 1) Torah Podcasts by Rabbi Yaakov Wolbe with Torchweb.org: Parshas Shemini – Fires - Foreign and Domestic (5783)
- 2) Torah Podcasts by Rabbi Aryeh Wolbe with Torchweb.org  
The #1 purpose of prayer is to give gratitude to God. When we give thanks, we are happy. So your electricity goes out for a bit. How about pondering the large percentage of time it works? Have you opened up your refrigerator lately and comprehended the luxurious time we live in? We have the ability to eat, drink, see, touch, hear, smell, walk, talk, think, love, etc. These are the greatest gifts in the world, but we often take them for granted. When we are not grateful, we are typically not happy. So be thankful and be happy.
- 3) The statement is cited in many online and print sources as being from Benedictine monk, author, and co-founder of *A Network for Grateful Living*, David Steindl-Rast, however a specific book or lecture citation is not consistently provided across sources. It appears frequently in his talks and writings, notably in the summary of his TED Talk "*Want to be happy? Be grateful*" and is a central theme of his work on gratitude.
- 4) The original quote was by prolific British author known for his novels, plays, poetry, and essays, Eden Phillpotts (1862–1960), in his 1919 book *A Shadow Passes*. A variation of the quote has often been misattributed to William Butler Yeats in various collections and on social media because the theme aligns with his poetry. His version says, "*The world is full of magic things, patiently waiting for our senses to grow sharper*".
- 5) The quote "*Gratitude is happiness doubled by wonder*" is frequently attributed to G.K. Chesterton. It appears in his writings but a single source publication is not commonly cited. The quote appears in a 1922 edition of *Hoyt's New Cyclopedia Of Practical Quotations*, and it is mentioned in *The Society of Gilbert Keith Chesterton*, as well as on various quote sites. It is often paired with the preceding phrase, "*I would maintain that thanks are the highest form of thought.*" Chesterton used this quote to express his belief that gratitude is a profound and joyful state of mind, a sentiment often linked to his philosophy of finding wonder in everyday existence.