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## **Business**

### **Expert gives her take on what attracts us to the golden statue**

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More than 30 million Americans will gather with friends and family to watch the Academy Awards tonight.

They will spend more than three hours talking about - and trying to predict - who will win best supporting actor or best short film and see all of the glitz and glamour that Hollywood can provide.

For one night, they will talk about dresses and jewelry, winners and losers and discuss costume design and sound editing - two movie-making terms that will not cross their minds for another 365 days.

Why do we get so excited about the movie industry for one night out of the year?

Former Iowa resident and University of Nebraska-Lincoln, graduate Julie Rahm said there are multiple reasons why we get caught up in the awards ceremony simply known as the Oscars.

For more than 20 years, Rahm has coached individuals, athletes, corporate and government workforces and entrepreneurs on how to "hit the accelerator on the highway to success and happiness."

Known as "America's Mindset Mechanic," Rahm said she uses a combination of physics, logic, and intuition to help people uncover and eliminate the effects of the real issues that keep them stuck.

"People typically think they have big issues when it's really the small stuff in their daily routine that keeps them stuck," she said. "For example, people may worry they have a health issue. They really have a money issue.

"They get headaches when they think about paying their bills and not having enough money. Fix the money issue and the physical symptoms disappear."

Rahm said our obsession for the Academy Awards comes from a number of places within each of us, whether it is escapism or our desire to receive public recognition.

First of all, Rahm said, as Americans, we love movies.

"They transport us away from our daily routines and away from our problems for 120 minutes," she said. "And, we are drawn to the people who entertain us in those movies."

We all also desire more prosperity in our own lives, and the vitality we see in a lot of actors.

"Academy Award winners have reached the pinnacle of a successful career, a place of prosperity and wealth, fitness trainers and plastic surgeons," Rahm said. "And for one night we live vicariously through them."

Americans also love stories about the underdog, or people starting from little and achieving great heights.

"Many actors or actresses fall into that category, coming from small towns and limited means," she said. "It gives all of us hope when we see someone else do it - and look gorgeous doing it."

Finally, we are all seeking some sort of recognition in our own lives.

"Most everyone wants to be appreciated and recognized by their fellow man," Rahm said. "The Academy Awards may be the world's largest public recognition or appreciation ceremony."

Whatever our needs, it's a safe bet that we'll be watching.