

The Times They Are A-Changin'

By Bob Dylan (lyrics adapted for use by Den Gardner)

Come gather 'round people wherever you roam
And admit that the ARC membership around you has grown
Accept it soon, you'll be informed to the bone
If your time to you is worth savin'
Then you better start swimmin', you could sink like a stone
For at ARC, the times, they are a-changin'
Come agencies and agribusiness and PR pros throughout the land
And don't criticize what you can't understand
Your colleagues and your bosses, beyond your command
The old road is rapidly agin'
So get out of the way if you can't lend your ARC hand
For at ARC, the times, they are a-changin'
For at ARC, the times, they are a-changin'
The PR plan is drawn, the execution is cast
Our members will always be fast
The present now will later be past
The old methods are rapidly fadin'
And the first one now will later be last
For the ARC times they are a-changin'