1) Join "+" and "-" rails together so that they're at the same potential
   - Want the same voltage regardless of which rail we reach for
     (left +5V vs. right +5V)

Power the breadboard with the Arduino, which itself is powered by USB

2) Digital input buffering, SN74LS14N
3) Digital output buffering, 7417N

4) Voltage follower, 76A1LVW

Turn the potentiometer one way:

\[ \begin{array}{c}
\uparrow \\
12 \ 00 \\
\downarrow
\end{array} \]