

The Story of Hope in the Information Age: *circa 1980 to the Present*



GLOSSARY OF KEY TERMS

PERSPECTIVE

INTERPRETATION AND OPINION

This text is not fact, rather the view of one author; consequently, it should not be automatically accepted as “truth.” Two-time Pulitzer Prize winning historian and author, **Barbara Tuchman**, stated, *“there is no such thing as a neutral or purely objective historian...without an opinion, a historian would simply be a ticking clock.”*

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Your mission should be to determine the “truth.”

Your challenge will be to explain why anyone should believe you.

CREDIBILITY

BELIEVABILITY

It’s not a given, we acquiesce too quickly. Be respectfully skeptical. Do your homework; check the record and the resume. Ask the question,

“should I trust this person as a credible source for the truth?”

Make it a prerequisite before embracing the claims of anyone who professes to have the “answers.”

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*“**Hope** is that stubborn thing
inside us
telling us
that something better awaits us
as long as
we have the courage
to keep reaching,
keep working,
keep fighting.”*

Barack Obama

Hope is a candle in the night
hope is a long respite

Hope is a feather
Once lifted, it'll only get higher

Hope is an oasis in a desert
Hope is a diamond in the dirt

Hope is everywhere
Yet hope is scarcely there

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Hope is the dream of better days
Hope is the passion ablaze

Hope is beautiful
And hope is tranquil

Hope is there for everyone
Hope is an asset that all has in abundance

Melvin T

The goal of this class is to help you be successful, today and in your future.

You'll decide what makes you feel 'successful'. This class has been created to give you specific skills to help you reach your goals.

There are certain skills that have been proven to help all people become a 'success'. The skills we'll focus on in this class are called '**Life Skills**'. These skills include:

- *networking*
- *personal brand development*
- *collaboration*
- *empathy*
- *communication: written, oral and behavioral*
- *change/risk management*
- *creativity*
- *leadership*
- *data management; analysis; observation; listening;*
- *basic computer skills*

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These skills will be increasing in value in the 21st century. Jobs requiring these skills will grow **2 ½ times faster** than 'other' jobs! In fact, The Employment Policy Foundation claims there won't be enough people with these critical skills to fill all the new jobs of the 21st century. While a job doesn't necessarily determine whether you're '**successful**', a job, career, or profession will most likely determine how you'll support yourself and the lifestyle you'll live. You will be helped understanding the connection between your '**personal brand**' and how your brand creates opportunities for your success. Understanding '**change**' and how to manage it will be important too. Technology has and will continue to be the principal driver of 'change' in America and the rest of the world; but, so will immigration, life expectancy, global competition, lifetime learning, '**leadership**' and '**hope**'. The world is changing; getting you ready for the changes is our focus.

**This class concentrates on specific skills and behaviors
to help you be the success you hope to be.**

My first question to you is:

- ♦ *are you ready to work on these skills and behaviors,
right now?*

I understand if some of you are not ready to commit to the work of this class; you probably have other pressing issues. If you can't commit, please find another class. For those choosing to stay, I expect you to work as hard I do by coming to school, ON TIME, attending class, completing assignments, and showing up to some of our events. I am committed to your growth and success. I expect the same commitment from you. Thank You.

⁽¹⁾ "The 2020 Workplace: How Innovative Companies, Attract, Develop, and Keep Tomorrow's Employees Today"

Preface

Of all the things to write about, you might ask me

why 'Hope'?

Because I believe **Hope** is what we build our lives upon. It's what we build our aspirations and dreams on, day in and day out, as we travel through 'life'. **Hope** is a belief that tomorrow could be better than today. It gets us through our tough times. **Hope** sustains us, helps us persevere. It provides the motivation to keep going, through the peaks and valleys, ups and downs, of life. **Hope** convinces us better days are ahead. Without **Hope**, we're stuck in neutral, never able to get to the next

destination, the next opportunity, on our life's journey. **Hope** keeps us going.

Can we agree that '**hope**' is an attitude or a frame of mind giving us a belief that a positive outcome is possible? If so, then let's begin with

**hope is
a feeling,
an anticipation
that
better days lay ahead,
that
you're going to be
ok
and, hopefully,
successful.**



The absence of 'hope' is despair. It's life without the comforting feeling, the positive expectation, that life will eventually be better.

**The absence of
'hope'
is resignation
that life
will not get better,
possibly worse.**

Despair is the absence of 'hope'; it's hopelessness.

'Hope', however, sustains us through

the hardships all people encounter during their lives. Everyone faces hardship at some point in their life. Not only hardship but adversity, failure, melancholy, the blues. 'Hope' is what gets us through. It convinces us things will eventually be ok.

So, where does a person find 'Hope'? Does it just reside within our body, waiting to be called upon during hard times? Is there a catalyst, a spark, which activates a person's innate ability to 'hope' when it's most needed?

Answers to these questions and more will be our objectives in "*The Story of Hope*".

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Kwasi Enin in 2014 after learning of his admittance to every Ivy League university

Hope

It's good. It's reassuring. It's a feeling of confidence that things will be ok.

'Hope' provides optimism as you climb out of bed each day

to take on your challenges and pursue your dreams. For those armed with hope, there's energy in our first step of the day; for those without hope, the first step is often fraught with lethargy, indifference, even fear; needless to say, hopeless.

'Hope' is a five hour energy drink



motivating those who take it; those without it are often distracted, shackled by inhibition and trepidation. Hope's gift is state of mind with a

compelling reason for living, injecting an excitement about our daily responsibilities and challenges because we believe something good awaits us. Hope provides an inner strength to stay focused on our goals and dreams. It keeps us moving, forward, optimistically, toward a future goal we believe to be possible. If you believe in hope, if you invest your energies in it, you become optimistic about your future regardless of your worries and fears. This is the return on investment in hope. This is the power of hope.

So where does one find 'hope'?

Well, you don't have to go far. It's already in you. You're born with it. Unfortunately for some of us, you either don't know how to find **hope** or we've been influenced not to trust **hope**.

There are three complementary, natural attitudes activated from our brain that stimulates 'hope'. These attitudes are called

curiosity, self-esteem, and courage.

Every person has a reservoir of each. You don't need them all to be **hopeful**; one will do. When accessing any one of these attributes, you will usually find **'hope'** in tow.

Let's start with **curiosity**.

It, too, is in you, naturally, innately, waiting to be used. Just by observing little babies, it's obvious we're all born curious! As we get older, we sometimes forgot about it or we're discouraged from venturing out of our comfort zone to be curious. Some of us occasionally become consumed by negative things and forget about our innate gifts and strengths, like curiosity, which automatically come with being a person. Curiosity can liberate us from shyness which limits our potential. It's always there, waiting for us to use it. And it's fun!



ity, you expand the number and quality of choices of fulfilling activities to do. Curiosity allows you to dream, of exciting possibilities, then committing to learning the skills and attitudes which make your dreams come true.

Curiosity leads to hope.

Self-esteem is the next attribute we all can develop.

Self-esteem is closely connected to curiosity.

John Maxwell is a very successful American author, public speaker, and pastor who has written more than 60 books focusing on personal growth and development. In one of these books, "*How Successful People Grow*", he address the attitude of self-esteem and its relationship to curiosity. "*Some*

Curiosity is thinking about 'why', 'what if', and 'what could be'!

Think of curiosity as your cat, that inquisitive feline seemingly always on the prowl looking for something and anything to capture its interest. Curiosity, like the cat, is instinctive. All that's required is setting it free, turning it loose, to search and find what satisfies our interest!

Because you're born with curiosity, it's essentially a choice to either use it or not. By not using it, we limit the variety and number of choices for exciting and fulfilling things to do in our lives. By liberating your curios-

people fill their minds with limiting beliefs. Their lack of confidence or self-esteem causes them to create barriers to put limitations on how and what they think. The result - these people fail to reach their potential".....they fail to become the people they could be if only they believed in themselves!

Self esteem is feeling good about who you are and recognizing and appreciating the talents you have.

Our confidence and self-esteem are often affected by friends and family.

If you have people in your family or in a group of people you call friends who continually put you down, who point out your shortcomings and failures rather than your strengths and talents, self-esteem is damaged and optimism stifled. As a result, lifetime opportunities outside your comfort zone for fun, growth and development are limited. A negative friend or family member can destroy your self-esteem by continually criticizing you and pointing out negative things about you rather than the good things about you, the positive qualities you have and the opportunities you have to be successful. While no one is perfect,



everyone, most certainly, has positive qualities.

While being aware of our shortcomings is helpful, it's our positive qualities we need to be convinced of, to appreciate, to focus upon and take advantage of if we want to be successful



and feel fulfilled. For this reason, we should

surround ourselves with positive people

up, many people become (unnecessarily) depressed.” Mark Twain also believed in the importance and value of self-esteem. “A man cannot be comfortable without his own approval.”



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who share our values and lifetime goals, who support our dreams by reminding us we have the ability to be successful. We miss exciting opportunities when we don't feel good about ourselves, when we don't have the self-esteem to be curious about possibilities. **Alan Greenspan**, a famous international economist, accomplished clarinet and saxophone player, and the head of the **United States Federal Reserve** from 1987 to 2006, has stated “*self-esteem is a built in requirement that demands continued nurturing. People continually seek confirmation of their self worth. Unless our self-esteem is nurtured and built*

It's not because 'doubting' people don't have ability; it's often because they are unwilling to trust themselves to become the person they'd like to be.

“We cannot be who we believe we aren't” according to Maxwell.

People with self esteem are humble

and respectful. They don't need to be the center of attention. Confident people willingly share credit with others who helped along the way. People with self-esteem compliment others who may need the compliment. People with self esteem are comfortable with their own imperfections.

There is a realistic recipe for improving self esteem. It's called 'choice'. If you choose to change your thinking about your potential and surround yourself with positive, supportive people, you can build self esteem to change your life. *"The single difference between curious, growing, hopeful people and those who aren't"* is the belief in themselves *"that they can learn, grow, and change"* to fulfill dreams and be successful. The possibility of a successful, fulfilling life is often made possible by a person's self esteem. Curiosity and self esteem will help you develop critical

**life skills like
networking
and
personal brand development
as well as
attitudes like
risk taking
and
getting out of
your comfort zone**

to make sure you become a success

and feel good about yourself.

**Self-esteem and
curiosity
enable us
to be hopeful.**

Finally,

there's courage.

It too is connected to curiosity and self-esteem. In fact, courage may be the foundation for both curiosity and self-esteem.

Courage is mental strength.

It has nothing to do with biceps and triceps, how fast and far you can run, or how hard you can throw. It has nothing to do with how physically strong a person is. Courage requires mental toughness!

**Courageous people
usually have
self-esteem
and
high levels of curiosity.**

Courageous people are the ones who ask questions in a group. Courageous people are ready to introduce themselves to others at a networking event in order to build their own network. Courage enables you to enroll in a college away from home out of state. Courageous people feel free to be dif-



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ferent, to be ourselves.

Courage
enables you to
step out of your comfort zone,
take measured risks

and not be depressed or discouraged if you fail. Courage enables us to overcome inhibitions and fear of ridicule to try something new. Courage helps you persevere, to not give up, during tough times of adversity and failure.

Courage instills
hope,
of *'yes, I can'*!

The United States of America has seemingly always been a hopeful country. Through its Revolution against the world's mightiest country, England, in 1776, through its own Civil War from 1860 to 1865, through multiple recessions in the 19th century and into the 20th century, America had hope of better days to come. The United States of America emerged from the first 80 years of the twentieth century with courage, self-esteem, curiosity and, thus, an abundance of hope for future success. Despite a severe economic depression (**The Great Depression of 1929**), two horrific **World Wars**, a deadly **flu epidemic** (1918) that killed millions of Americans, and a controversial, military conflict in the

country of Viet Nam (1960s - 1975) which claimed the lives of 58,000 American troops while wounding over 303,000 more, America still became the wealthiest, most successful country in the world, especially in the years after World War 2 (1945) and up through the late 1970s. America had the distinct advantage of making most of the products sold throughout the world. From dishwashers to sewing machines, automobiles to movies and their stars, America was essentially the center of the universe after 1945.

**Everyone everywhere
was buying
American made products!**

The other leading manufacturing countries prior to World War 2 (Japan, Germany, England, France, and Italy) were devastated by the bombings of the war. They were rebuilding their destroyed cities after the war while America was building things in its factories. As a result,

**most Americans who
wanted jobs, had jobs.
And,**



most jobs paid well.

Life was good! Americans were hopeful about their futures.

However, by 1980, concern started to erode America's feeling of well-being and optimism. While the pace of change continued to accelerate in America, change was also accelerating in other countries in the world. Although the rate of production was increasing in American factories, in other words, how fast American factories were making things, the pay increases and opportunities for workers were less frequent. Here's why -

**the rest of the world
was getting better!**

The war torn countries of World War 2 finally recovered and started to focus on their own factories and production. The economies of the war torn countries were ready and able to

**to compete
against America.**

Cars were being made in Germany, Ja-





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pan, Italy, France, Sweden, and South Korea and not just Detroit, Michigan, the home of Ford, GM, and Chrysler. Foreign made cars were now being sold, not only in America, but throughout the world. High quality steel was also being made in South Korea and Japan not just Bethlehem, Pennsylvania. And all these products were arguably as good, and in many instances, better and less expensive than American made products. Technology was at the center of global change in manufacturing. The rising standard of living enjoyed by American workers from the end of the World War 2 in 1945 to 1980 became threatened by an emerging change in the way Japan, South Korea and other countries were doing business.

**America lost
the advantage
of being
the dominant manufacturer
of machine made products.**

The rest of the world had recovered

from the destruction of World War 2. The industrialized countries of Germany, Japan, South Korea, France, Italy, Sweden, and others were back, ready with manufactured products from new, rebuilt factories to compete against American made products in markets all over the world. Not only was the American worker competing



Japanese automaking factory using robots in their production assembly lines

against workers in foreign companies but against factory robots and the computer software to run them; foreign companies also developed a better process for making things.

This was the dawn of a new era soon to be called "*The Information Age*". From 1980 to the present, this new era emerged giving people all over the world access to mind boggling amounts of information. An international information highway called the **internet** had been created. Anyone with a computer and the skills to

use it could access this highway to a treasure chest of information. Access to the internet is made through what is called the **'web'**, a special protocol or way to access the internet. By using this protocol or rules based process, the internet provides access to

data,
in other words,
raw facts!

Once **data** is
organized,
analyzed and made sense of,
it turns into
'information'
to **provide answers**
to questions.

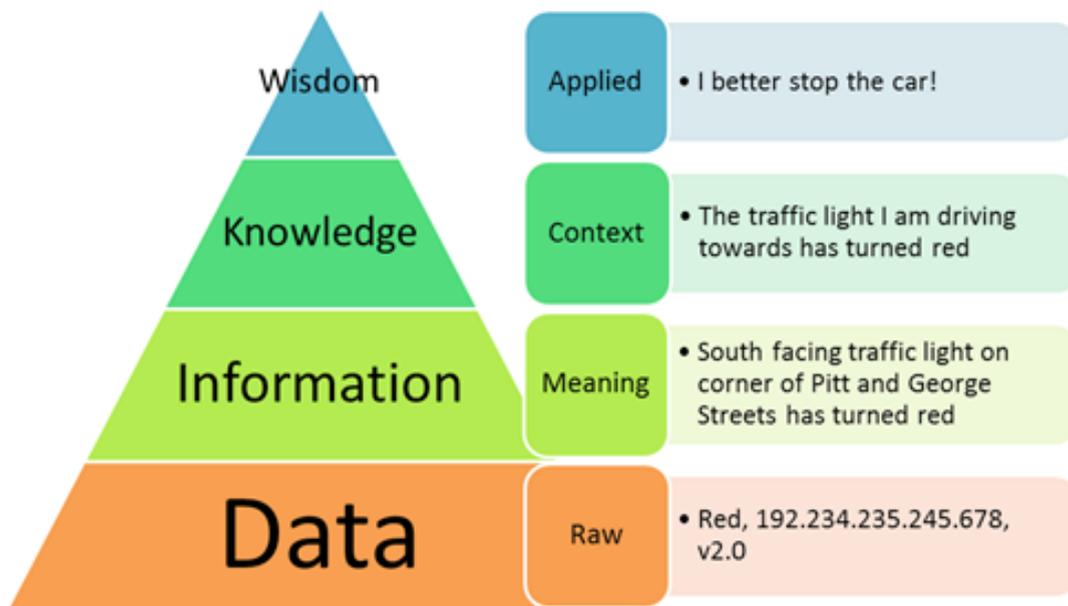
The internet essentially surrendered the secret sauce for success to anyone with access to the internet and smart enough to analyze the data.

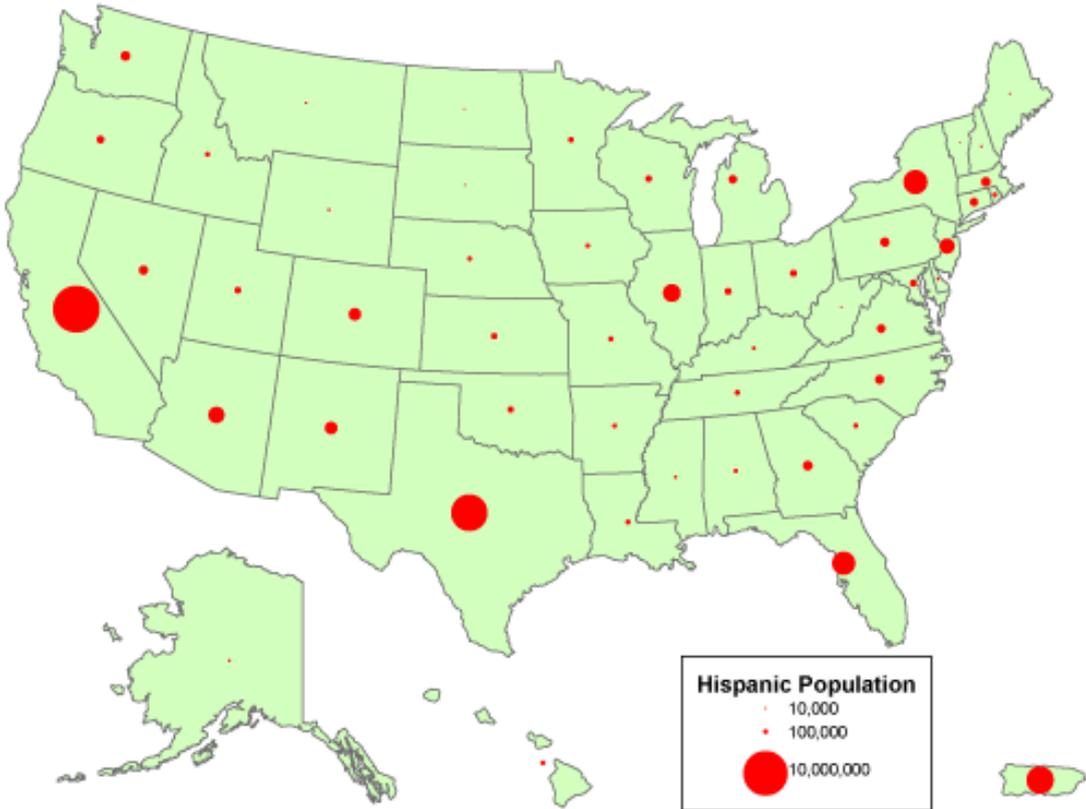
This process
is **changing**
the world .

No longer is critical information and the rich opportunities created by it exclusive to those with the power, wealth, or resources to access it. *'The Information Age'* gave access to all, leveling the proverbial playing field,

making the
once vulnerable, powerful,
and the once powerful,
vulnerable.

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areas of large Hispanic population centers in America and Puerto Rico

This is the story we will study. This is the story which continues to unfold today. This is the story changing our lives through internet

**access to
unlimited 'data'
and
the ability
to process it
into useful 'information.'**

All that's required from you, and anyone else looking for the opportunities which come from real information is

**the courage,
curiosity, or
self-esteem
to be hopeful
about
your future.**



The unstoppable, Miss Piggy wearing the famous Hope diamond.

*“The real value of history is
its **relevance** to
the present.
Without **relevance**,
history is as useless as
lips on a woodpecker”*

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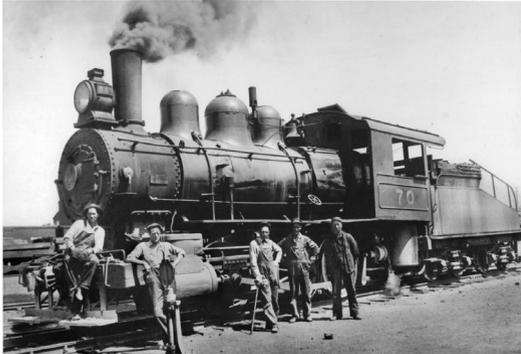
The Information Age

1980. Thereabouts.

Historians and anthropologists, the experts who study mankind, have categorized the history of our planet and the people inhabiting it into different 'ages'. Ages are periods of consecutive years, each age varying in its number of years.

Each age
has been given
a name
characterizing
a change
in the way of doing things

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from the previous age. The change has usually been caused by an invention. Since the 1700s, the change in each age has been caused by technology which seemingly empowered the people living during an age to free themselves from limitations of the past.

10,000 years before 1980, people were wandering the earth searching for food. Then, an **Agricultural Age** emerged when people started planting seeds to grow food rather than just hunting for it. Cultures formed around increasing populations near farms. In the 1700s, steam ignited the next change. Machine engines powered by steam replaced horses and wind. Railroads, steamships and factory machines changed travel and production. New areas in the western territories of America quickly became cheaper and less dangerous to get to. Steam powered machines lowered costs for clothing, fuel and foods. People began leaving farms for the cities where higher paying jobs in new factories could be found. This was the start of the **Industrial Age**. It actually began in England, in cities like Birmingham, Liverpool and Manchester. The Industrial Age came to America when Englishman **Samuel Slater** stole designs of English factory machines and brought them to **Pawtucket, Rhode Island**, where he partnered with rich entrepreneur, **Moses Brown**, to build the first factories in America. Almost 200 years later, another age was born, an **Information**

Age, this time powered by computers.

**Any conversation about
the **Information Age**
must include
the **internet!****

The internet was and continues to be a system of separate computer networks, all connected, throughout the entire world.

**The design and infrastructure
of the **internet**
came together
in the **1960s**
for the
United States Military**

to share information among important organizations. By 1969, four American universities - **Stanford**, **UCLA**, the **University of Utah**, and **University of California at Santa Barbara** - were connected to one another through a system called **ARPA-NET**. By 1981, the number of universities expanded to 213. Later in the 1980s, colleges in Europe and Asia were connected to the system. By 1992, the United States government organization, the **National Science Foundation**, was running the internet. Congress soon passed a law to open the internet to more than colleges, to people like you and me. By 1995, the running of the internet was turned over to another government organiza-

tion, the **Department of Commerce**. The Commerce Department removed many internet restrictions and opened up access to public use.

The rate of change in America and throughout the world accelerated during the Information Age. Change was seemly gaining momentum by the day. A California computer chip company (**Intel**) founder named **Gordon Moore** predicted computer power would double in speed and capacity every two years into the future and the implications for companies, countries, people, education, and life styles would be profound.

**Moore's prediction
became known as
Moore's Law**

and it soon proved prescient.



an Intel mini or micro computer chip found in many mobile devices today

The **Information Age** in America started amidst a violent and divisive time in world history. But it wasn't the internet nor computers that created the turmoil.

**America's
negative brand perception
among some people
once again
created problems.
During the early 1970s,**

a war broke out in the Middle East when the Arab countries of Egypt and Syria attacked Israel. As soon as the United States announced its support of Israel, several oil producing countries, who were members of a cartel called **OPEC** (Iraq, Kuwait, Iran, Saudi Arabia, Libya, United Arab Emirates, Qatar, Indonesia and Algeria), decided to cut their oil exports to America. As a result, American gasoline in 1974 was soon in limited supply and prices increased from 30 cents per gallon to a shocking 55 cents per gallon! In some states,

**Americans were only able
to buy their gasoline
on either
odd or even days**



during the month according to the last digit in their license plate. In other states, colored flags were used to let the public know if gasoline was available: a green flag informed drivers there was gas to sell; a yellow flag informed customers a limited amount would be sold to each driver; a red flag denoted that no gasoline was available. By 1980, the cost of a gal-



lon of gas rose to \$1 per gallon after a revolution erupted in the country of Iran preventing Iranian oil companies from pumping oil from their wells and exporting it to America. Many

**Iranians then became angry
when America offered**

**medical support
to a dying
Iranian leader named,
Shah**



The Shah and President Jimmy Carter

Mohammad Reza Pahlavi, who originally had been put in charge of Iran by America's CIA in the 1950s. The Iranian people had rebelled against the Shah in the late 1970s and forced him to flee Iran. On November 4, 1979, Iranian college students

**kidnapped 52 Americans
living in Iran as
part of a protest
against America's**

support for the Shah and kept the Americans hostage at the American embassy in the Iranian capital city of Tehran. **President Jimmy Carter** was unable to gain their release.

At the same time, America's economy was troubled by inflation; America's dollar was losing its value. Inflation caused an increase in the cost of food, clothing, and fuel. Inflation also in-

creased the cost of borrowing money to buy cars and homes. American interest rates approached 20%!

Remarkably, throughout this turmoil and trouble, many Americans never lost hope. Many believed better days would be coming.

But,

**instead of
waiting for change,
Americans took the initiative
to create it.**

In the 1980 Presidential Election, Americans elected former Hollywood movie star and Governor of California, the 69 year old **Ronald Reagan**, to be the next President of the United States. Within minutes after taking the oath of the Presidency in January

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President Ronald Reagan

of 1981, Iran released the American hostages.

At the same time President Reagan was changing the way an American President ran the country, a number of scientists and young entrepreneurs with the amazing cooperation of the American government were

changing the American economy and, at the same time, the world through something called the internet!

From its development on the campus of UCLA (University of California at Los Angeles), the internet became a highway for information and commerce. Soon, people like **Jeff Bezos**,

a Wall Street hedge fund manager, left his Wall Street job to start a company from the confines of his garage to sell books, compact discs, computer hardware, computer software, and videos on the internet. Bezos' company name was Cadabra. One year later, he changed the name to **Amazon.com!** Others entrepreneurs fol-



lowed, like **Pierre Omidyar**, who launched his company called Auction Web, in September 1995. Two years later, Omidyar changed his company's name to **eBay** after discovering his first choice, "echobay", had been



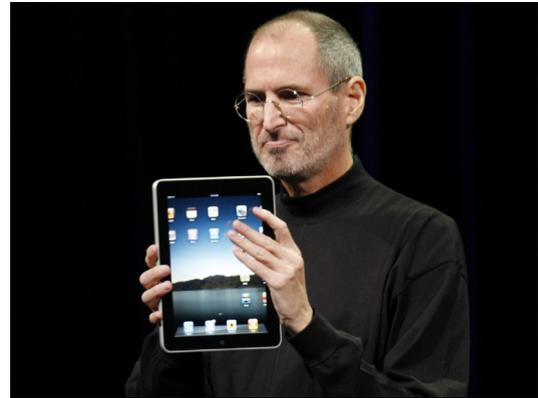
Pierre Omidyar

taken. The first item sold on the site was a broken laser pointer. Omidyar was astonished why anyone would



buy such a seemingly worthless item. But other surprise purchases on eBay followed. By 2014, Pierre Omidyar's eBay was selling collectibles, appliances, computers, home furnishings, exercise equipment, domain names, vehicles and so much more creating a net worth for Omidya of \$8.6 billion.

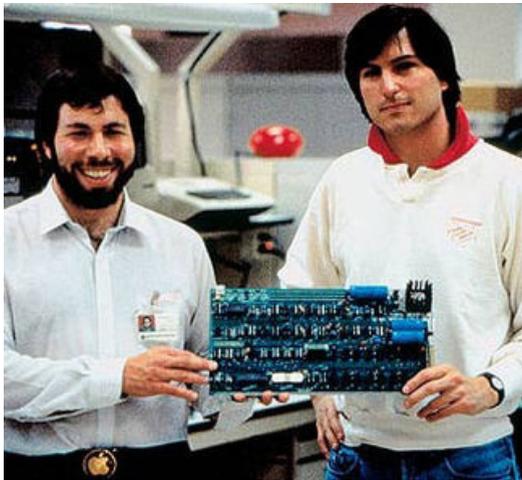
Information Age commerce was not limited to stores and auction sites residing on the internet. Hardware developers, like **Steve Jobs** the co-founder of Apple, began making computers, tablets, phones and other devices as



Steve Jobs and his iPad tablet

well as services like the **iTunes** online music and video store that supports and enhances the internet experience.

Steve Jobs was to Information Age hardware (computers, tablets, Ipods, etc) what **Bill Gates** was to Information Age software (Microsoft Word, Office, Excel, etc). In 1975, Gates and co-founder **Paul Allen** started a company called **Microsoft**.



A young Steve Jobs (right) and collaborator and Apple co-founder, Steve Wozniak (left), holding one of their early Apple prototypes.



Bill and wife Melinda Gates in 2009. Their Gates Foundation charity has donated billions of dollars to charities.



The iconic Apple logo



Gates and Allen's software or computer program essentially created a computer language which delivered operating instruction to computers to do specific tasks. Later, in the 21st century, Microsoft diversified and began producing hardware like **Surface** tablets and **XBox** game consoles. Bill Gates is consistently ranked as the



cattle better with up to date information on weather, market prices, and insurance alternatives through inexpensive **mobile devices**. At the same



the MicroSoft Surface tablet



time, disgruntled Tunisians and Egyptians can overthrow a corrupt and repressive government with the help of their mobile devices.



first or second richest person in the world with a net worth of over \$80 billion dollars! This was **American capitalism**! People could start and own companies and make as much money as they could.

The hardware of Jobs and software of Gates eventually faced stiff competition from new technology companies in other parts of the world during **the Information Age**. This emerging technology competition lowered prices for mobile phones and other devices enabling more people to afford and benefit from the seemingly daily improvements in technology. As a result, poor African farmers and herdsmen can manage their crops and

But while the internet and mobile technology was improving the economic and political lives of millions of Africans, Asians, and South Americans, technology was creating a contrasting change in America, especially among **America's middle class**.

Following World War 2, from the 1950s to the mid 1970s, America's middle class workers, from

unionized electricians in Providence to Detroit automobile assembly line workers, consistently received wage increases and generous health care coverage and pensions.

At the same time, companies employing these workers, like the automobile corporations of Detroit (**General Motors, Ford, and Chrysler**), were earning huge profits, much more than automobile companies in countries like Germany and Japan who were still trying to catch up to America after the war.

But, as America emerged from periods of high inflation and unemployment in the 1970s, the now rebuilt Japanese, South Korean and German car and steel companies started taking business away from American com-

panies. As a result, President Reagan began making changes to American government strategy. President Reagan followed the advice of his primary economic advisor, Nobel Prize winning economist **Milton Friedman**.

Friedman achieved celebrity status regularly appearing on television to share and promote his economic theories.



Milton Friedman

President Reagan followed Friedman's advice by lowering taxes to stimulate the American economy.

You may not know that Americans are divided into tax brackets or categories which determine the amount or percentage of a person's pay the government will take in taxes. As a person's income increases, a person pays more taxes. A person making \$100,000 in income usually pays more taxes at the higher rate than the person making \$25,000. In 1980, the American government could take up to 70% of a person's income above a government determined baseline. By the end of

Reagan's Presidency, the highest tax rate was lowered to 28%. Reagan lowered company taxes too. Lower taxes meant more money for Americans to spend and, for American business people, to invest in their companies. The hope was the extra money would mean stronger companies who could invest in technology and better business practices to compete against the Japanese, Germans, and South Korean companies. Successful American companies could hire more workers. Social welfare programs were also cut during the Reagan Presidency to replace money lost when income taxes were lowered. New laws were passed and old laws were more rigorously enforced to limit unions' influence over companies. Weaker unions meant lower wages for union laborers thus enabling companies to have higher profits. The power of America's unions like the Professional Air Traffic Controllers Organization (PATCO) and the United Auto Workers (UAW) was greatly diminished during the Reagan Presidency.



When America's air traffic controllers went on strike in 1981 demanding a 32 hour work week and better working conditions, President Reagan ordered them back to work in 48 hours or he would fire them. When the air traffic controllers did not end their strike, President Reagan fired 11,345 striking air traffic controllers and banned them from working for the federal government again.

The internet and President Reagan's aggressive policies also created another dramatic event,

**the collapse of
America's most formidable
enemy,
the country known as
the Soviet Union or
Communist Russia.**



East Berliners and West Berliners celebrating the collapse of the Soviet Union control of the city of East Berlin and the country of East Germany on top of the wall the Soviets built to separate the east part of the city the Soviets controlled from the west part of the city that was free and independent. By 1991, all of the Soviet Union and the countries it controlled abandoned the communist plan.

Communism was a government plan which practiced **socialist** economics prohibiting private ownership of property and companies; everything from automobile companies and department stores were owned and operated by the government. While the Soviet government provided free health care and education and everyone was guaranteed a job, the Soviet economy was a disaster. Soviet government owned businesses and factories were inefficient. Items from toilet paper to jeans, automobiles to televisions were always difficult to find in Soviet stores. Soviet Russian citizens were

not able to make as much money as they wanted because the communist government wanted all citizens to be equal. By the end of the 1980s, Soviet citizens were so frustrated they forced their communist leaders to shut down the communist style of government and turn it over to new leaders who promised more personal freedom and a capitalist economy permitting private ownership of business similar to the United States.

Similar economic changes occurring in Russia were rapidly unfolding in other communist countries like **China**. Other countries struggling economically like Brazil and India also began to adopt capitalist policies and embrace internet opportunities and globalization. In the 1990s,

**a truly global marketplace
was replacing
the former
American centric
marketplace.**

Countries like China started building factories with capitalist principles to manufacture American automobile parts, sneakers for **Nike** and **iPods** for Apple. The poorest Chinese farm workers were suddenly making more money by assuming jobs American workers previously had before American companies began exporting jobs to foreign countries where labor rates and other costs were much lower.

**As Americans
were losing jobs
to globalization
of business,
people in
other parts of the world
were benefiting.**

For instance, millions of Chinese escaped the poverty of their previous lives with new, former, American factory jobs. Author **Chrystia Freeland**, in her book "*Plutocrats: The Rise of the New Global Super-Rich and the Fall of Everyone Else*" writes "over the past 15 years of the Information Age, 300 million or more Chinese have been lifted out of poverty". In fact, as of 2011, 3.4% of China's entire population were millionaires (meaning personal wealth over \$1 million) and there were 5,400 Chinese people with a net worth more than \$50 million! **Globalization** has had a similar impact on people living in India, Viet Nam, Brazil, Mexico, and Singapore. 15% of Singaporeans are millionaires today!

Author Freeland continues with a specific example of an American company outsourcing the manufacturing of one of their products. "*The iPod employed twice as many people outside the United States as it did in the country where the iPod was invented - 13,920 people in the United States and 27,250 outside America!*" The internet has enabled companies to manage their work more efficiently in for-

eign countries than before the start of the Information Age and the internet. *“Globalization is working - the world overall is getting richer.”* Nobel Prize winning economist, **Joseph Stiglitz**, said globalization’s effect was predictable. *“Globalization means wages in America will eventually be equal to the wages in China. That’s full globalization.”* While American companies are reaping robust profits and skilled workers like **engineers, statisticians,** and **computer programmers** are making high salaries, many union, middle class Americans are losing jobs or making less money because of globalization and new computer technology like **robotics**. Computer technology and globalization has meant fewer jobs and lower wages for America’s middle class while wages in China rise.

The outsourcing of American jobs to foreign countries continued through the **George Herbert Walker Bush** Presidency (1989 to 1993) and the **William “Bill” Clinton** Presidency (1994 to 2000) as the power of the **internet kept building a truly global marketplace**. While America continued to be the driving force of technological change, once poor countries throughout the world were benefiting from internet opportunities and globalization. China, Singapore, Russia, Brazil and India especially benefited the end of the Clinton Presidency in 2001, the United States economy was so good, the government had a budget



George Herbert Walker Bush, the 41st President of the United States and father of George Walker Bush, the 43rd President of the United States.

surplus; in other words, for one of the few times in its history, the American government took in more money in taxes than it spent.

With all this prosperity, Clinton and the Democratic controlled Congress altered regulations in order to make owning a home easier for poorer Americans. As a result,

**income requirements,
down payments,
and credit ratings
were relaxed
so more people
could buy homes.**

And they did! All was well until.....

the attack of September 11, 2001, a series of taxes decreases by **President**



George Walker Bush, the 43rd President of the United States and the son of George Herbert Walker Bush, the 41st President of the United States

George Walker Bush and when millions of Americans couldn't pay their home mortgage monthly bills.

When a fundamentalist and radical Islam terrorist group called **Al-Qaeda** on September 11, 2001 commandeered two commercial airliners and crashed them into the **Twin Towers**

in New York City, America and its allies throughout the world joined forces to launch an all out attack on radical Muslim terrorists and the apparent Al-Qaeda headquarters in Afghanistan. In 2003, **President George Bush** expanded the war to Iraq when Secretary of Defense **Donald Rumsfeld** and Vice President

Dick Cheney
adamantly contended
Iraqi dictator,
Saddam Hussein,
was hiding
weapons of mass destruction
which could be used against
America and its allies.



America was soon spending more money than it was collecting in taxes fighting wars in Iraq and Afghanistan and against the terrorist group **Al-Qaeda**. The American government was forced to borrow billions of dollars to pay the bills of fighting these wars when another calamity struck. In 2007, another recession hit America and the world, this time greater than any other recession since the **Great Depression of 1929**. This **Great Recession of 2008** forced hundreds of companies, large and small, to close their doors and go out of business in America and throughout the world.

**Millions of Americans
lost jobs and,
in many cases,
their homes to foreclosure.**

Large, long standing, once successful Wall Street investment firms like **Lehman Brothers** declared bankruptcy and went out of business. The automobile company, **General Motors**, after declaring bankruptcy in 2009, was only saved when the United States and Canadian governments essentially loaned the company

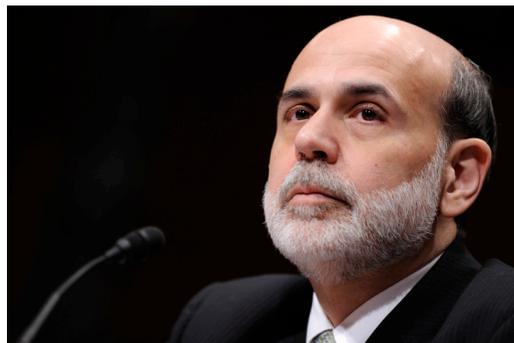


\$51 billion dollars. As soon as President **Barack Obama** became President in 2009, he and his Secretary of Treasury, **Timothy Geithner**, were forced to increase America's borrowing to \$11 trillion dollars to save America and its economy from the devastation of the Great Recession as well as continuing to fund the ongoing wars against terrorism.

Just as it did during the calamitous **Great Depression** of 1929 and into the 1930s,

**America once again
looked to the United States
Federal Reserve
to end
The Great Recession of 2008.**

The **Federal Reserve** is the central bank of the United States government. Its responsibility is managing the money supply of the country. It's chairman, appointed by the President, was **Ben Bernanke**. Bernanke decided to increase America's money supply and lend the additional funds



Federal Reserve Chairman, Ben Bernanke, ran the Federal Reserve, the main bank for the country, from 2006 to 2014. One of the main responsibilities of the Federal Reserve is controlling the money supply in circulation.

to companies in danger of going out business thereby protecting jobs, property, and America's financial reputation. The additional dollars were raised by the government through the sales of **United States Department of Treasury bonds and notes.**

Bonds and notes are essentially IOUs, loans, whereby the person purchasing the bonds is lending America money to pay its debt.

America eventually repays the bond value with interest

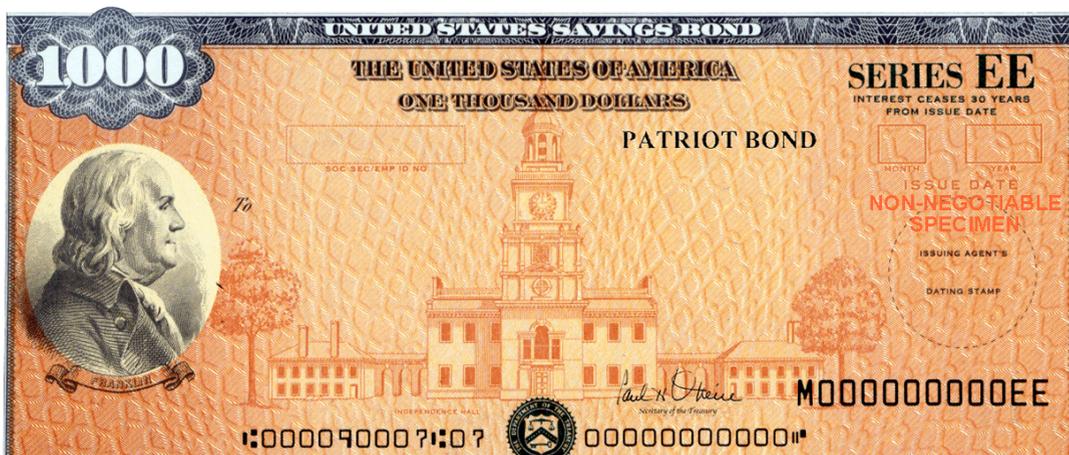
upon the expiration of the agreed upon term of the bond or note. The one purchasing the bonds makes money through the interest payment added to the amount of the bond. America is helped by getting the mon-

ey it needs to pay its bills during the difficult times experienced during the **Great Recession.**

Because of the fragile condition of the United States economy at the time of the **Great Recession,** most economists and government leaders agreed increasing taxes was not a realistic option. So, borrowing money through the sale of bonds and Treasury notes was the option chosen. Many of the bonds and notes were purchased by Americans. But there has been a significant amount of America's debt purchased by foreign countries. Of America's total debt of \$17,000,000,000 (trillion), the country of

China loaned America more money than any foreign country through the purchase of \$1,263,000,000 (trillion!)

US Treasury bonds.



So what has been

**the impact of the
Great Recession in America
and the
U S government plan
to fix it?**

By 2013, large businesses and corporations like **General Motors** and **Chrysler** have been saved. They're



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now making millions of dollars again and repaying their government loans. Those big banks and insurance com-



panies the government chose to help are now making lots of money and repaying their loans.

While Presidents, CEOs and other corporate executives like **Jamie Dia-**

mond, Chairman, CEO and President of the investment firm, **JP Morgan Chase**, have earned lots of money when their companies recovered from



Jamie Diamond, Chairman of the Board of Directors and President and CEO of the company, JP Morgan Chase. JPMorgan Chase received \$25 billion from the U.S. Treasury Department during the Great Recession under the Troubled Asset Relief Program (TARP). Mr Diamond earned \$20 million dollars in 2013.

the recession, many smaller businesses failed and millions of American citizens lost their homes. Many who lost their jobs remain unemployed because their companies, like **Circuit City**, once America's 2nd largest con-



sumer electronics store behind **Best Buy**, went out of business during the recession or their former jobs are now in foreign countries. Many workers have discovered their old skills are no longer needed in American companies and they don't possess the

new skills
needed to fill
high paying
computer, statistical
analytic, design and
engineering jobs
of
the Information Age.

Google™



Apple CEO Tim Cook (left) and 15 year old Ahmed Fathi. Companies like Google and Apple are hiring smart kids with the right skills as young as 13 years old to create apps for their mobile devices. Google hosted a youth program in June of 2014 inviting more than 200 children between the ages of 11 and 15 for a half day to introduce them to some basic tools used by its developers. Apple in 2012 lowered the age of admittance from 18 to 13 to attend its developer conference.

And many middle class Americans who were fortunate to keep a job during the recession haven't had a wage increase in several years.

**America has become
a different place
since
the advent of
the Information Age
and after
the Great Recession.**

America's Information Age, according to some economists and anthropologists, has been in many ways

**a return to
America's
Gilded Age
of the late 19th century
(1890s) and
early 20th century
(1900 to 1929).**

Many large companies and corporations are making large sums of money. The owners and executives of these large companies are making incredible salaries and bonuses for their company's fiscal success. **Robert Reich**, a professor at the University of California Berkley and President Clinton's former Secretary of Labor, states in his 2010 book "*Aftershock: The Next Economy and America's Future*" the

**richest 1% of Americans
earned 23%
of all the money earned
in America in
both 1928 and 2007!**

“After 1928, the share of the national income going to the top 1% steadily declined, from 16 - 17% in the 1930s, then to 11 - 15% in the 1940s and to 9- 11% in the 1960s, finally reaching a low of 8% in the 1970s. With the advent of the Information Age and the Reagan Presidency, the richest 1% share began to climb again: 10 - 14% of America’s total income in the 1980s, 15 - 19% in the 1990s and over 21% in 2005 before reaching more than 23% in 2007.” More and more of all the money earned in America is in the pockets of fewer and fewer people.

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Fewer American are working too. The

**percentage of Americans
with a job
has fallen from 67%
of the population in the 1990s
to only 64% in 2013**

while, according to a July 2014 edition of The Economist, employers are having trouble finding qualified workers for jobs. In

**May of 2014,
3.2% of all jobs
went vacant**

**suggesting
the unemployed
lacked the skills
employers were looking for!**

The Information Age has and continues to change every segment of the American society from its companies to its people. There are fewer of the once successful companies of the Industrial Age that advanced into the Information Age since many have either gone out of business or have merged with other companies. All companies have seemingly changed the way they do business and, as a result, they want workers with different skills today. For instance, just examine the way banks operated in 1970 and how differently they operate today with debit cards, on-line checking and direct deposit. **Ally Bank**, for one, has no branches. It’s an electronic bank; every transaction is online. Borrowing money from many banks is also more difficult after the Great Recession for middle class Americans. And some companies, like Amazon, have no point of purchase buildings; all sales take place on-line.

**The Information Age
has also witnessed
the birth of a
new international currency -
bitcoin.**

You can’t touch it. Can’t feel it. It’s



virtual money!

**It's value comes
from people
believing it's valuable.**

The Bitcoin network was designed and launched in January 2009 by an anon-

ymous programmer (or a group of programmers) under the pseudonym of "Satoshi Nakamoto." People compete to "mine" bitcoins using computers to solve complex math puzzles. When a complex math problem is solved, bitcoins are awarded. This is how bitcoins are created and earned. Currently, a winner is rewarded with 25 bitcoins roughly every 10 minutes for solving their posted math problem. As Paula Rosenblum wrote in a January 2014 Forbes Magazine article "*bitcoin is a form of payment because*

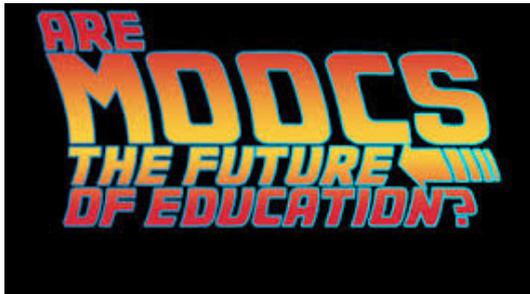
you can use **Bitcoins
to pay for things.
You can buy computers**



on Tigerdirect.com, you can buy pretty much anything on Overstock.com and apparently, some enterprising young California girls are letting you buy cookies with them.” Even an NBA basketball team, the **Sacramento Kings**, accepts bitcoin payment for tickets.

Finally, and arguably most importantly, the **Information Age** is about

education!



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Education is acknowledged as the **surest recipe for getting the high paying jobs of the Information Age** whether

you’re a **plumber or programmer**. But as higher education has become prohibitively expensive and students are incurring stifling levels of debt to pay for their education, many economists are questioning the effectiveness and value of a traditional American education and suggesting

alternatives to teach people the skills for the Information Age

and saving students significant amounts of money. There are courses today being offered only online by world class teachers and professionals through private companies like **Coursera** called ‘**massive open online courses**’ or **moocs**’. Many moocs have affiliations with America’s top universities with non-credit and credited course options. Some are free! Even American high schools

M assive		A lot of students. These online classes are typically not capped—some have over 100,000 enrolled.
O pen		Taking the classes are free. However, if you want a certification of completion, some programs require fees.
O nline		No attendance necessary—it’s all online. It’s a combination of streaming video, forums and written and interactive online material.
C ourses		MOOCs emphasize key features of a class such as engagement with the material, ideation and networking with other students.

MOOCS are **massive open online courses** offered by American universities like Stanford and Harvard, international universities like New South Wales in Australia as well as private organizations like Udacity, Coursera, edX with affiliations with American universities like Princeton and University of Michigan.

and middle schools have incorporated the free, online remedial program, **Khan Academy**, into their curricu-



lum. Khan Academy has received a \$30 million dollar grant from the **Bill and Melinda Gates Foundation**.

Another education alternative set to launch in 2014 is Minerva Schools. The **Minerva Schools** at KGI is one of several recent entrepreneurial initiatives aimed at shaking up traditional higher education according to Mary Beth Marklein's 2013 article in *USA Today*. Minerva will offer no inter-



collegiate sports or fancy exercise facilities. Minerva will focus on 21st century academics and experiential learning. According to Ms Marklein, *"while classes will be conducted online, students will travel the globe, immersing themselves in local culture in major cities such as San Francisco, California (USA), Mumbai, India, Hong Kong, China and Capetown, South Africa. Students will focus on "cornerstone" skills such as theoretical analysis, data analysis and communications. The online format will enable instructors*

— recent Ph.D recipients and retired faculty — to track how individual students are progressing and make adjustments as necessary. Tuition will be \$10,000; total costs, not including airfare for overseas flights, will run about \$28,850 a year — roughly half of what many highly selective U.S. private institutions charge."

What the future holds for education, employment, and marketplaces remains to be seen.

But a few things seem

certain.
The pace of change
driven by computers and
technology
will accelerate.

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At the same time, the skills people need to be successful will also evolve. While the way people are educated will certainly change too, the

commitment to
lifetime learning



will be most important for lifetime personal success.

**People,
whose skills
do not evolve
with the changes
in the global marketplace,
will eventually
be out of work.**

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What will remain fundamental to your lifetime success will be your curiosity, courage, self-esteem and hope, that



**regardless of
what you encounter
along the way,
you most certainly
will find
the success you seek.**



**And who knows
what success
you might find.**



Be hopeful.

**What follows are remarkable stories of remarkable people
meant to
inspire and give you hope
for creating your own remarkable story.**

***“If you want to be great,
walk side by side
and
hand in hand
with great people.”***

Keith Jarrett



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Always, curiously hopeful.

If Superman

was faster than a speeding bullet, more powerful than a locomotive, and could leap tall buildings with a single



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bound, these abilities

pale to
Keith Jarrett's.

First, Keith Jarrett has

PERFECT PITCH,
i.e. a rare ability

of a person to identify or re-create a musical note without the benefit of a reference tone. Some estimate the occurrence of perfect pitch is found in less than 1 in 10,000 people. In other words, *Perfect Pitch* is rare. His other

remarkable skills include motivation, i.e. Jarrett works hard, endlessly, tirelessly, to become the best he can be.

**Jarrett is also
insatiably CURIOUS,
focused on
pushing out his comfort zone
for answers
to his questions
for the knowledge he seeks.**

Keith Jarrett is



COURAGEOUS,
primarily,
taking measured risks
to
liberate the innate creativity,
all of us have,
yet
too few
courageous enough
to act.



Here's what Wikipedia says about Keith Jarrett. He was born on **May 8, 1945**, in Allentown, Pennsylvania, to a mother of Slovenian-Hungarian descent, and a father of mostly German descent. He grew up in suburban Allentown, Pennsylvania, with significant early exposure to music. "*When my parents discovered I had perfect pitch, they decided to get me lessons*" Jarrett revealed during a 2000 interview on NPR's *Fresh Air* show. Jarrett was deemed a child prodigy, displaying

**prodigious musical talents
as a young child.**

**He began piano lessons
when he was 3 years old.**

He also played violin; he enjoyed both instruments. One of his earliest teachers gave him an ultimatum to choose

either piano or violin, otherwise, this teacher, whom Jarrett later acknowledged was very good, would refuse to teach him. At the time, young Jarrett was upset but, in retrospect, he acknowledged the teacher's instruction and disciplined approach was wise.

As a young boy, he'd rather play basketball with his friends. But his mother recognized Keith's talent and demanded he practice. Soon, Jarrett loved the satisfaction playing the piano brought to his life. "*Playing piano helped me manage my life. After my parents divorced, playing piano helped me manage my frustration and anger*" Jarrett told *Fresh Air* host, Terry Gross.

"From the time in my life I had any memories,

***I really think I had a calling
(to play piano)."***



the amazing, incomparable, **Miles Davis**

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Encouraged by his mother, he took classical piano lessons. He gave his first formal piano recital at the age of seven, playing works by composers such as Mozart, Bach, Beethoven, and Saint-Saëns, and ending with two of his own compositions.

In 1963, Jarrett moved from Allentown, Pennsylvania, to Boston, Massachusetts to

**attend the
Berklee College of Music.**

He also played piano in local Boston clubs.

In 1968,

**Jarrett was asked to join
the **Miles Davis** group**

after

**Davis, the world renowned
trumpet player,**

heard Jarrett performing in a New York City club. Jarrett later performed on several Davis albums.

In 1973,

**Jarrett also began playing
improvisational, solo,
piano **concerts.****

The most popular of Jarrett's improvisational concerts was performed in 1975 in the city of Koln, often called Cologne, Germany. The recording of Keith Jarrett's

**Koln concert
became the
best-selling solo piano album
ever**

with sales of more than 3.5 million. Coincidentally, the concert was remarkably organized by a 17-year-old, Vera Brandes. The show was sold out, filled to capacity at over 1,400 people at a

ticket price of \$1.72.

It was remarkable that Jarrett even performed in Koln. First of all, the promoter had the wrong, clearly inferior piano delivered to the concert hall. Jarrett had requested a much different, better performing piano. Jarrett was also suffering from excruciating back pain for several days and, as a result, he experienced many sleepless nights.

KEITH JARRETT
THE KÖLN CONCERT



ECM

album cover for the most popular, solo piano concert EVER

“Jarrett’s physical condition was exacerbated”, according to a “**Discover Music**” publication, “by the exhausting five-hour, 350-mile drive he made to Cologne from a concert he’d given in Zurich. Even so, the pianist – wearing a back brace to give him extra spinal support – eventually went out on stage at 11.30pm (the concert followed an opera performance the same evening) and battled through pain and exhaustion to give one of his most memorable concerts ever.” And, from the OBSERVER, this review of Koln - “Mr. Jarrett is a true virtuoso with *absolute pitch* who seemingly can play anything (he is also a multi-instrumentalist with a particular talent for the soprano saxophone). The Köln Concert record is just one of his albums that stand as evidence that

in as much as the music repeatedly flows seemingly wholly composed from his heart, soul, and/or mind, if not from some divinity or otherworldly force. And perhaps that’s its wellspring”.

Jarrett was more than a concert pianist. He was probably more known for his Jazz performances, from first performances with Miles Davis to later, starting in the 1980s, with jazz musicians Gary Peacock and Jack DeJohnette. “I started listening to Jazz in high school and liked it”.

While he mostly performed playing piano,

**Jarrett also played
harpsichord, clavichord,
organ, violin, drums, and
soprano saxophone.**

*this artist is a **genius***



Keith Jarrett (center), bassist Gary Peacock (left), and drummer Jack DeJohnette (right) made up the Jarrett led *Standards Trio* Jazz group which became world renowned.

Throughout his life, Jarrett said many

**audiences and
even fellow musicians
thought he was
black**

because of his dark skin, small mustache and afro hair style. But not the case. Jarrett is actually Scots-Irish



and Hungarian descent. When black jazz musician **Ornette Coleman** approached him backstage one day said, “*Man, you’ve got to be black. You just have to be black,*” to which

**Jarrett replied,
“I know. I know.
I’m working on it.”**

In the September 11, 2000 interview with Terri Gross previously referenced, Jarrett revealed he was stricken with ***Chronic Fatigue Syndrome*** caused by a “*bacterial parasite*” which somehow invaded his body. For two years Jarrett could not play because of how tired he always felt. Not only did the disease force the cancelation of all his concerts, it even made him doubt whether he would ever be able to perform again. But Jarrett persisted and eventually returned to play.

Jarrett suffered two major strokes in February and May 2018. After the second stroke, he was paralyzed and spent nearly two years in a nursing and rehabilitation facility. Although he regained a limited ability to walk with a cane and can play piano with his right hand, he remains partially paralyzed on his left side and is not expected to perform again.

***“I don’t know what my future is
supposed to be”***

Jarrett told

**The New York Times
in October 2020.**

***“I don’t feel right now
like I’m a pianist.”***

Ken Frazier



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“Someone saw something in me, my brand, which caused them to bring me into their network, opening doors of opportunity especially educational opportunities, which put me on a course to success that otherwise, I may never have experienced.”

**Ken Frazier is
the CEO and
Chairman of
the Board of Directors
of
Merck,**

an American, multinational, pharma-

tion of

**his home was in
the ‘ghetto’
of North Philadelphia,
one of city’s most
impoverished neighborhoods..**



ceutical company and one of the largest pharmaceutical companies in the world. Merck corporate headquarters is located in New Jersey. Merck has sales totaling \$84 BILLION in 2019.

**The company had profits
in 2019 of
almost \$10 BILLION.**

Frazier was born in the inner city of Philadelphia, Pennsylvania. He acknowledged, in a 2010 interview with the *Philadelphia Inquirer*, one of Philadelphia’s leading newspaper, the loca-

Frazier said in an interview “*The standards my father established in our house (in Philadelphia) were ‘hard-work’ and the ‘importance of education’.*”

Ken Frazier’s mother died when he was 12. Ken’s father, Otis Frazier, was a janitor with a third grade education and the son of a South Carolina sharecropper. His father required his children to “*walk about a mile and a half twice a month to a branch library to return books they had read and bring home new ones*”.

“In a 1991 interview with the *Philadelphia Daily News*, Kenneth Frazier said his parents had made him and his siblings “*study and read rather than watch a lot of TV and they instilled in us an appreciation for books, music and art.*”

During an interview on the *Bloomberg Business Network* program called **LEADERSHIP LIVE**, with host David Rubenstein, Frazier admitted

***“what changed my life
was the good fortune
of someone believing in me
and
busing me outside of
my neighborhood
to a good school
with a rigorous curriculum
and
high expectations***

for all students.

***The education I received
at this great school
closed
the opportunity gap***

which most people of color going to urban schools STILL face today.. Unfortunately, there were and remains many young people, as talented as I was, but who never get the chance I got to go to

an excellent school. Hence, the quality of education one is afforded can make all the difference in a person’s opportunities for lifetime success. The challenge for America is how do we figure out how to help those talented people who are not fortunate, not so privileged, to go to a great school to reach their full potential for a fulfilling lifestyle.”

Frazier has stated he does not believe closing the opportunity gap for those Americans deprived of a great education can be accomplished through America’s political system.

**Business leaders
can be the unifying force
that America’s political leaders
have failed
to be.**



United States Supreme Court Justice, **Thurgood Marshall**. Marshall served on the United States Supreme Court from October 1967 until October 1991. Marshall was the Supreme Court’s first African-American justice. **Thurgood Marshall** was Ken Frazier’s hero as a young boy. As a result, Frazier became interested in a law career.



Ken Frazier facilitating a collaboration among Merck employees

Business, according to Frazier, can be the source of opportunity and understanding by working with schools in the inner city to offer internships to teach fundamental skills and behaviors to close the opportunity gap too many inner city young people face.

Frazier graduated from high school at the age of 16. He then enrolled at Pennsylvania State University with a part time job raising tadpoles and newts and sold them to local stores. After earning his degree from Penn State, Frazier was accepted at Harvard Law School and graduated in 1978.

After graduating from Harvard, Frazier began his law career with a Phila-

delphia law firm, **Drinker Biddle & Reath**. In a Wikipedia profile of Frazier, Esther F. Lardent, head of the Death Penalty Representation Project, asked Frazier in 1991 to defend death-row inmate James Willie “Bo” Cochran. Cochran had been arrested and accused of murdering an assistant manager at a Birmingham grocery store in 1976. Frazier, then a partner at Drinker Biddle, and two colleagues took the case. In 1995, after 19 years on death row, the United States Courts of Appeals for the Eleventh Circuit overturned Cochran’s conviction. In 1997, Cochran was retried and found not guilty.

Frazier continues to be a leader accessible for advice. *“I encourage those people who seek my mentorship to pick a place where you’re going to get mentored, where you can have a certain level of accountability, but, the most important thing is, do not let society tell you that you’re not good enough. You’re more than good enough”* he said in a 2020 interview with Harvard Professor, Tsedal Neely, published in a Harvard Business School publication.

“Mentorship
is
really important.

There are two kinds of mentors, I think. There are the

mentors you have
around work you’re doing.

And for the people of color who seek my advice, I add

there are mentors
about
what it’s like
to be
a Black person
and
how best
to navigate
and
overcome racism.”

Frazier speaks often about the **value of networks** and **mentors**.

“I was always fortunate
to have
great mentors,

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Ken Frazier being interviewed on the business network, CNBC



former CEO of Merck, Doctor Roy Vagelos (left) and Ken Frazier

people who took an interest in me. Doctor Roy Vagelos, former CEO of Merck, was one of these people. He asked me to come to Merck to be in their legal department. After working in Merck legal for one year, he transferred me to the business division. He told me I think you can do more for Merck by learning more about the operations of our company.

***Dr Vagelos saw something
in me
he was willing to invest in.***

Dr Vagelos was willing to take a chance on me.” On January 1, 2011, Ken Frazier became CEO of Merck and a member of the company’s board of directors.

Frazier received a total compensation of over \$21 MILLION in 2014; \$17,023,820 in 2015; and \$21,781,200 in 2016. Based on stock transactions at Merck alone and his tenure at the company,

**Ken Frazier’s net worth
is
hundreds of MILLIONS
of dollars.**

Buffy Sainte-Marie

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*“I feel sorry for people of good heart who have never had a chance to learn the realities of **Native American everything** - not just our history but the sweetness and the beauty and the reasons why we’re so close to Mother Earth.”*

Buffy Sainte Marie is an Oscar-winning composer, a singer songwriter, visual artist, educator, pacifist, and social activist. However, what is seemingly most important to her being is a

**transcendent
story teller
of the Native American
experience.**

From the endless theft of Indian lands, the murder of Indian men, women, and children and the genocide of en-

tire tribes to the continuous duplicity of American politicians and the muting of Indian voices,

**Buffy Sainte Marie's life
has been
dedicated
to the rich narrative of
the American Indian brand
and
its continuous betrayal by
America's
political leaders.**



Photograph of United States soldiers burying the approximately 300 Lakota Indian men, women, and children they killed during a their raid on the **Lakota Pine Ridge Indian Reservation** in the state of South Dakota on December 29, 1890 near **Wounded Knee** Creek. 4 men and 47 women and children were also wounded, some of whom died later. In the years leading up to the conflict, the U.S. government had continued to break treaties and take over Lakota Indian lands. The food supply of the Lakotas, the once-large bison herds, had been hunted to near-extinction by white settlers moving into the area. The United States government Treaty had promised to protect Indian reservation lands from the encroachment of settlers and gold miners but was never honored as once promised. As a result, there was unrest on the reservations. U.S. soldiers went sent to the area to disarm the Lakotas to prevent, what was feared, an attack on nearby settlers. Twenty soldiers were awarded the Medal of Honor following, what came to be called, the **Wounded Knee Massacre**. *"It was always about the land."*



This photo shows Lakota Sioux Chief Spotted Elk lying frozen and dead after the massacre of Wounded Knee, 1890 after several gunshots ended his life. Spotted Elk was propped up from lying prostrate in the snow to this ignominious position for this photograph

60 Buffy Sainte-Marie was born in 1941 on Piapot Cree First Nation Indian Reservation in Saskatchewan, Canada. Buffy attended the University of Massachusetts Amherst earning degrees in teaching and Oriental philosophy and graduating in the top ten of her class.

She was abandoned as an infant when her American Indian mother was killed in a car accident and then adopted by Albert and Winifred Sainte-Marie, a couple of Mi'kmaq Indian descent living in Wakefield, Massachusetts.

Buffy Sainte-Marie taught herself how to play piano and guitar during her childhood and teen years. Sainte-Marie learned piano at age 3 and began setting her poems to music at the age of four. At 16, she taught herself guitar and ultimately invented 32 different ways of tuning her instrument, creating sounds completely unique to her music. Sainte-Marie began researching her Indigenous heritage in her teens and making trips to the Piapot reservation in Canada and connecting with her Cree Indian community.

Sainte Marie admitted during an interview on Canadian television in 2016 that

growing up a Native American in Massachusetts was *challenging*

especially during history class. *“I learned very fast not to argue with my teachers. In school they said, ‘Columbus discovered America’ or ‘The American-Indian was this and that...’ My teachers told me music was lines and notes and paper. I never disagreed; I just learned to keep my head down and avoid conflict. Then I’d go home and play”* and write my music. And, yet,

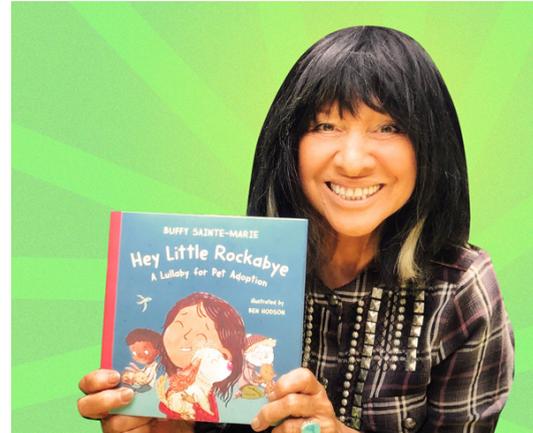
Sainte Marie had insatiable *curiosity*,

always willing to

push out of her comfort zone to meet new people and launch new creative forms to express new ideas

percolating in her mind. Her web site states *“this Cree Indian singer-song-writer has been a trailblazer and a*

tireless advocate, an innovative artist, and



a disruptor of the status quo.”

Sainte Marie began performing in small venues in Toronto, Canada, and in Greenwich Village in New York City while in her 20s and playing some of her most famous

songs like

“Now That the Buffalo’s Gone”

and

“My Country ‘Tis of Thy People You’re Dying”

which spoke of the mistreatment of Native Americans.

She began singing them in coffeehouses in Greenwich Village where future Nobel Prize winner,

Bob Dylan, heard her sing and urged her to perform at



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the *Gaslight*,
a famed folk music venue

in New York city. Her songs created controversy too.

Her performance of
“*Universal Soldier*”
was **censored**
by **radio and TV stations.**

“I found out in the 1980s that **President Lyndon B. Johnson** had been writing letters on White House stationery praising radio stations for suppressing my music.” In 1999, ex-CIA agent Charles Schlund III confirmed the Vietnam-era radio blacklists. Sainte-Marie also discovered that her

phones had been tapped and that there was a 31-page FBI file on her.

“During the civil rights and anti-war marches, even though my song ‘*Universal Soldier*’ was all over the streets, I was absent” Sainte Marie stated on the aforementioned Canadian television interview. “I threw myself into another direction and covered the base nobody else knew about — the reservations. I was

friends with
African American celebrities
like
Stokely Carmichael,
Mohammed Ali,
Harry Belafonte
and
other civil-rights advocates.

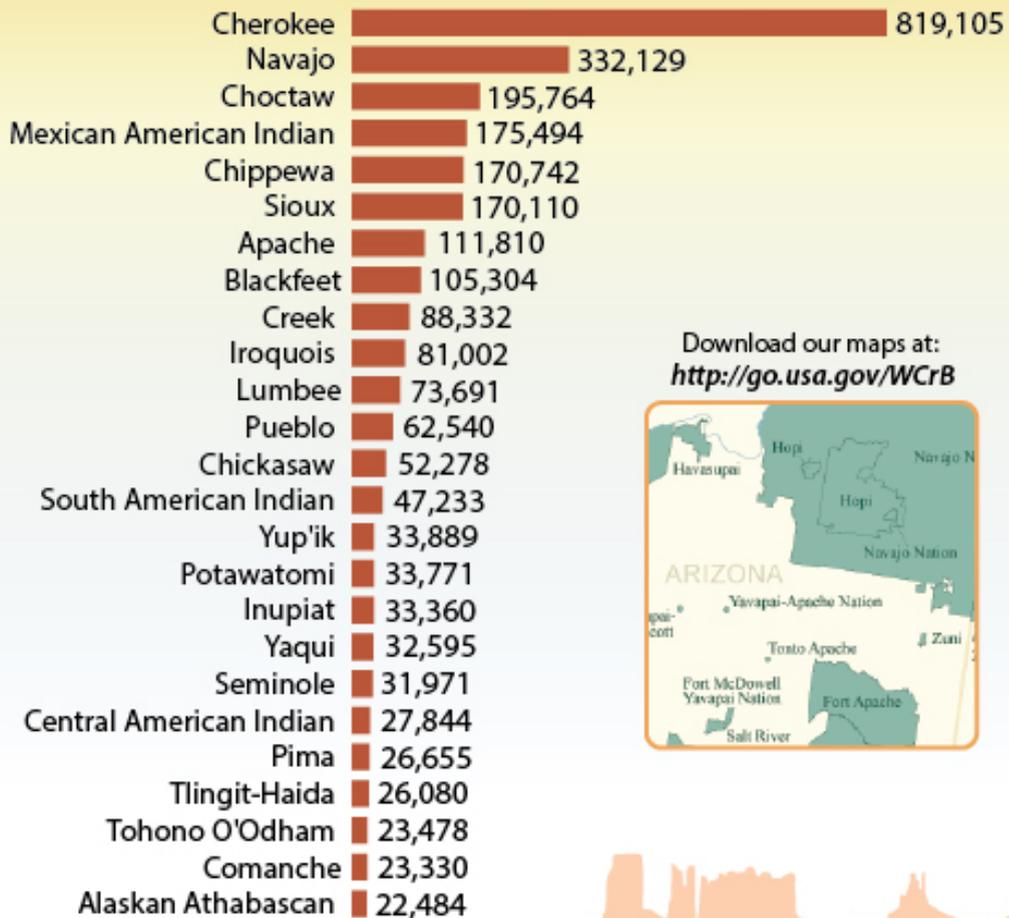
I took famous African American comedian, Dick Gregory, to visit his first



Photo of **Muhammed Ali** (lower left in photo sitting next to Buffy Sainte Marie) and **Chief Floyd Red Crow Westerman** to the right of Buffy's in the photo), for a concert to mark the end of the *Longest Walk* in July 1978, a 3,000-mile march across the United States to bring attention to the rights of Native people in the United States and to protest 11 anti-Indian bills American politicians had introduced in Congress that threatened treaty rights..

25 Largest Tribal Groupings Among American Indians and Alaska Natives

(Alone or in any combination: 2010)



Download our maps at:
<http://go.usa.gov/WCrB>



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*reservation — it broke his heart; he cried on the airplane back. With **Joan Baez** and **Bob Dylan** and all the other famous artists appearing at every civil rights event photo opportunity,*

I felt that the civil rights issues, while very important, didn't need my help

with so many celebrities on board.

The Indian reservations were a different story; they needed help!"

Sainte Marie spoke about what brought

*feelings of fulfillment in her life during an interview with **Vogue Magazine**: "When I was maybe 24, I was a young singer earning a lot of money. I knew I'd be able to have two meals a day for the rest of my life, so I took my leftover singing money and I*

started a scholarship called the Nihewan Foundation for American Indian Education.

I really set out to address the problem I saw in Indian country where Indian kids would graduate from high school, want to go to college, but didn't know how to negotiate the path to college.

They didn't know how to get a scholarship, they weren't connected to a network of influential, rich family and friends. I have an Academy Award, but that's not my biggest honor.

*My **biggest honor**
was to find out
that two of my
early scholarship recipients
had gone on
to found tribal colleges.*

In 1976, Sainte Marie got a phone call from the producers of **Sesame Street**, an American educational children's television series that combines live action, sketch comedy, animation and puppetry. "I said, have you ever done any Native American programming?" she recalls in a 2011 *'The Walrus'* magazine interview. They said they hadn't, but they called her back with an offer to write and contribute to the show as well as appearing as a "**semi-regular**" cast member. She realized the opportunity to reach millions of young children and their parents with the same message she had been bringing to her concert audiences for years: "**Indians exist.**" Through a number of appearances, Sainte-Marie was able to present some important information about Indigenous people's history, lives, and culture. Sainte Marie sadly added "we're (American Indians) considered the vanishing Americans, like we're a myth, a Halloween costume, instead of a reality. *Sesame Street* provid-



Sainte-Marie was a regular on "**Sesame Street**" from 1976 to 1981. In one of the episodes, Sainte-Marie takes Big Bird and his human friend, Maria, to visit Taos Pueblo, an Indigenous, Native American community in New Mexico.

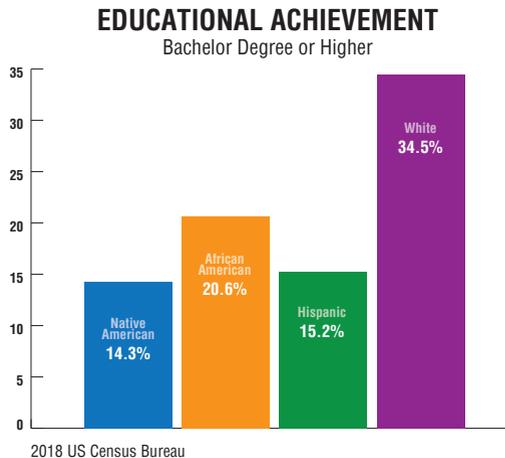
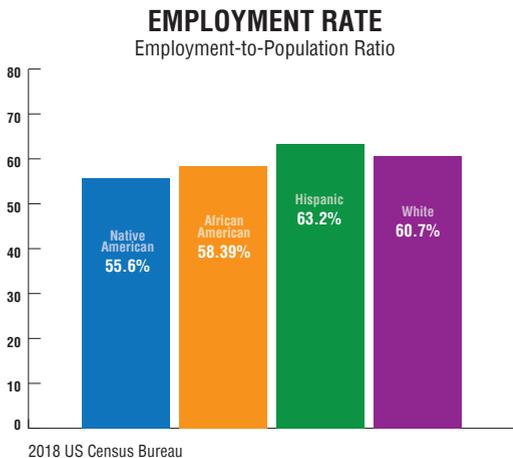
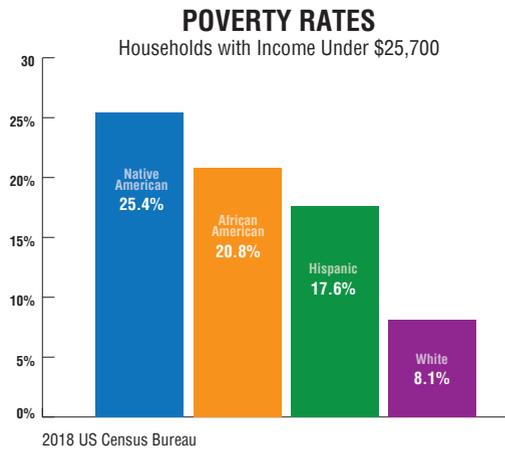
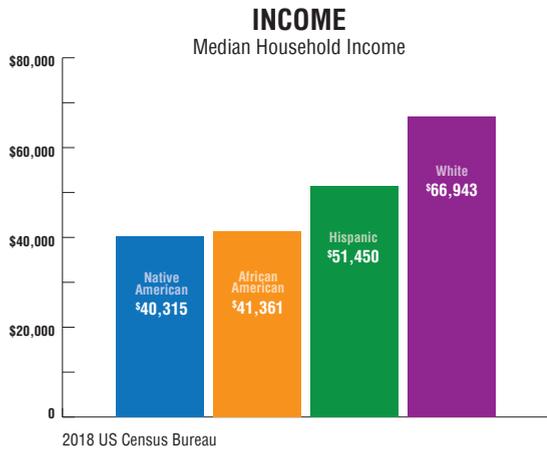
ed just the loveliest way to do the same thing that I had been doing through my songs: bring things to light that people might not be able to find on their own."

In 2002 Sainte Marie sang at the Kennedy Space Center for

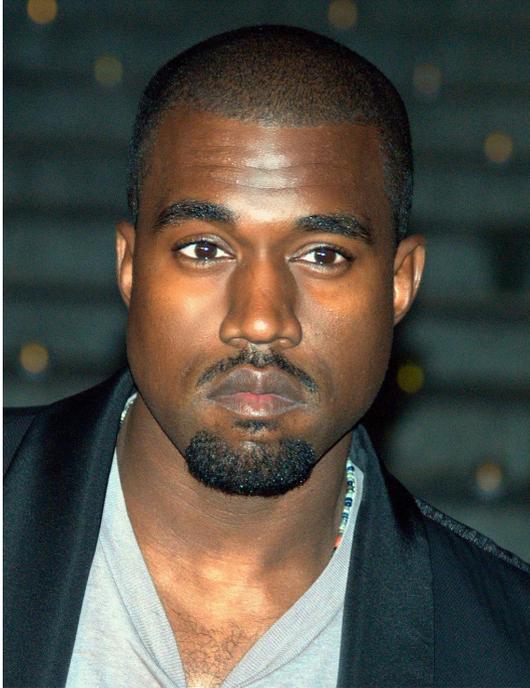
Commander **John Herrington**, USN, a **Chickasaw Indian and the first Native American astronaut**. In 2002, a

**song written and performed
by Sainte-Marie,
titled "Lazarus",**

*American Indian, Hispanic,
African American,
and
White*
SOCIO-ECONOMIC
INFOGRAPH



was sampled by
Kanye West



her **most powerful statements**
directed to
American politicians
for the
theft of Indian lands
and
their calculated **genocide**
of
Native American people.

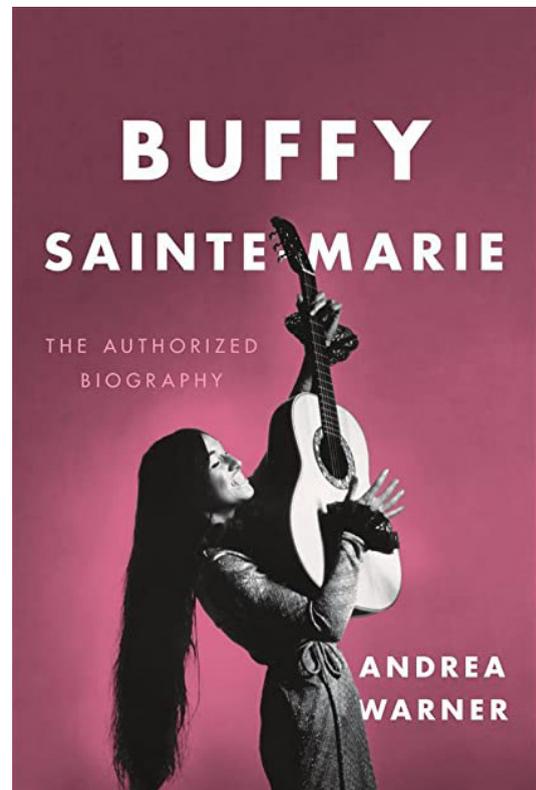
These words of this song
appear on
the **following pages.**

and performed by **Cam’Ron** and **Jim Jones** of The Diplomats.

In 2003 Sainte Marie became a spokesperson for the UNESCO Associated Schools Project Network in Canada.

In 2015, the 74-year-old Sainte-Marie released a new album entitled, “*Power in the Blood*”. Music critics praised her songs on this album.

Sainte Marie continued her efforts to enlighten Americans to the beauty and tragedy of the American Indian story. One of



My Country 'Tis of Thy People You're Dying: Buffy Sainte Marie

Now that your big eyes are finally opened

Now that you're wondering, "*How must they feel?*"
Meaning them that you've chased cross America's movie screens
Now that you're wondering, "*How can it be real?*"
That the ones you've called colorful, noble and proud
In your school propaganda,
They starve in their splendor

You asked for our comment, I simply will render
My country 'tis of thy people you're dying

Now that the long houses breed superstition
You force us to send our children away
To your schools where they're taught to despise their traditions
Forbid them their languages

Then further say that American history really began
When Columbus set sail out of Europe and stress
That the nations of leeches who conquered this land
Were the biggest, and bravest, and boldest, and best

And yet where in your history books is the tale
Of the genocide basic to this country's birth?
Of the preachers who lied?
How the Bill of Rights failed?

How a nation of patriots returned to their earth?
And where will it tell of the Liberty Bell
As it rang with a thud over Kinzua mud?
Or of brave Unlce Sam in Alaska this year?
My country 'tis of thy people you're dying

Hear how the bargain was made for West
With her shivering children in zero degrees

Blankets for your land, so the treaties attest

Oh well, blankets for land, that's a bargain indeed

And the blankets were those Uncle Sam had collected
From smallpox diseased dying soldiers that day

And the tribes were wiped out
And the history books censored
A hundred years of your statesmen say, "*It's better this way*"

But a few of the conquered have somehow survived
And their blood runs the redder
Though genes have been paled

From the Grand Canyon's caverns
To Craven's sad hills
The wounded, the losers, the robbed sing their tale

From Los Angeles County to upstate New York
The white nation fattens while other grow lean

Oh the tricked and evicted they know what I mean
My country 'tis of thy people you're dying

The past it just crumbled, the future just threatens
Our life blood is shut up in your chemical tanks
And now here you come, bill of sale in your hand
And surprise in your eyes, that we're lacking in thanks
For the blessings of civilization you brought us
The lessons you've taught us

The ruin you've wrought us
Oh see what our trust in America got us?

My country 'tis of thy people you're dying

Now that the pride of the sires receives charity

Now that we're harmless and safe behind laws

Now that my life's to be known as your heritage

Now that even the graves have been robbed

Now that our own chosen way is your novelty

Hands on our hearts
We salute you your victory
Choke on your blue white and scarlet hypocrisy

Pitying your blindness how you never see
That the eagles of war whose wings lent you glory
Were never no more than buzzards and crows
Pushed some wrens from their nest
Stole their eggs, changed their story

The mockingbird sings it
It's all that she knows

"Oh what can I do?"; say a powerless few

With a lump in your throat and a tear in your eye
Can't you see how their poverty's profiting you?
My country 'tis of thy people you're dying

Thomas Sowell



70

**Quiet. Unassuming. Indefatigable. Brilliant. Fiercely curious.
Leader.**

All the while, a dogged, tenacious pursuer of **FACTS
to support his many beliefs and opinions on
economics, geography, history, and contemporary social issues.**

Thomas Sowell would probably recommend to anyone he mentored

*'don't always believe
what you hear'*

or read because there are too many sources of information you're trusting as 'fact' that have self serving, disingenuous agendas which conflict with your goals and objectives. Thomas Sowell's ultimate admonition to us all is *investigate, research,*

*"learn all you can
before you reach
conclusions
so
you're no longer putty
in the hands of someone else
who has their own
self-serving agenda."*

Born in North Carolina in 1930, Thomas Sowell's father died shortly before he was born, leaving him, his mother who cleaned homes, and three siblings. A great-aunt and her two grown daughters adopted Sowell and raised him in their family.

Sowell noted in his autobiography that

**he rarely came into contact
with white people
growing up
in rural North Carolina.**

In fact, he acknowledged not knowing that some people had blond hair. When Thomas Sowell was nine,

**his family left North Carolina
joining
6,000,000 other black families
in the "Great Migration",
also called
the "Black Migration",
leaving
states in the American south
for
northern states
between 1916 to 1970
to find better
job and educational
opportunities.**

Their destination was **Harlem**, New York City. It was this

**change in geography
that changed
Tom Sowell's opportunities
for lifetime success.**

A Harlem family friend introduced Sowell to a nearby, public library and the mind altering experience of 'books.' Thomas Sowell started reading voraciously. And, Sowell became an exceptional student in an excellent, neighborhood, public elementary school. But, when Sowell's only middle school option was a under performing school with a terrible brand,

**Sowell was encouraged
to
take the admission's exam
to the prestigious,
highly selective
college preparatory school,
Stuyvesant High School.**

Stuyvesant remains today, as it was then, a tuition-free, highly competitive, with rigorous academics and high standards, high school open to New York city residents **only**. *"Stuyvesant is one of only six high school schools worldwide that can claim to have educated four or more Nobel Prize winners"* according to Wikipedia.

Sowell was accepted to Stuyvesant and, in the process, became

**the first in his family
to be educated
beyond the sixth grade.**

Forced to drop out at age 17 because of financial difficulties and problems at home, Sowell took on a number of jobs, including delivering **Western Union telegrams**. Sowell also

**tried out for the
major league baseball (MLB)
team,
Brooklyn Dodgers
in 1948.**

Sowell was drafted into the military in

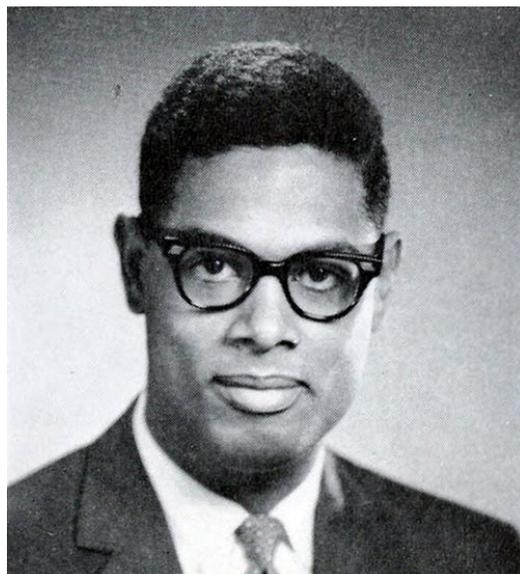
the Marine Corps during the **Korean War** in 1951. Because of his experience in photography, Sowell became a Marine Corps photographer. After his **Honorable discharge**, Sowell had a government job while

**attending Howard University,
a historically black college.**

His high scores on the College Board exams and recommendations by two professors helped him get accepted to

**Harvard University,
where he graduated
magna cum laude in 1958
with a degree in
economics.**

**He earned a master's degree
from Columbia University
the following year.**



*“I was a **Marxist**
at this time
in my life”,*

recalls Dr Sowell in numerous interviews. Marxism is a 19th century (1800s) social, economic, and political (government) plan for running a country conceived by German Karl Marx, a philosopher and economist. Marx believed that rich business and property owners were responsible for the poverty and suffering of many of the world's poor people. Rather than embracing an economic

philosophy
allowing **private ownership**
of property and business
called
‘capitalism’,
Marx advocated *‘socialism’*
which means
the government
not the individual
owns all property, businesses,
and the natural resources
in the ground
(minerals, water, etc)

Marx claimed *‘revolution’* was needed to change *‘capitalism’* to *‘socialism’*.

An outgrowth of
Marx’s *‘socialism’*
became
‘communism’,

an **authoritarian** government plan using socialist economic principals. While the economic philosophies of socialism and capitalism can exist in countries with a democratic form of government where citizens freely choose political leaders from multiple political parties (in the United States, Democrat, Republican, Libertarian, Green, etc), **communism ONLY exists in a political system which permits political candidates from or approved by the Communist Party** to hold political office. Any criticism of the Communist government OR a Communist Party political leader often leads to incarceration, fines, or deportation. A number of countries in the 20th century have embraced the tenants of communism: **Cuba** (starting in 1960), **China** (1949 to present), and the former **Soviet Union** (1917; Soviet Union is now called Russia). In each of these countries, all major businesses, property, and natural resources are owned, controlled by the Communist government. Communist governments also control what is disseminated in the media - the internet, television, radio, and newspaper. Religious affiliation is either discouraged or banned. The Communist party goal is **purportedly** is a classless society. In other words, no rich or poor people; everyone is the same. Countries with communist governments and socialist economies guaranteed each citizen a job, free health care, subsidized housing, free day care, and education. Present day, 2021, Venezuela is considered a socialist country. Venezuela has



Dr Thomas Sowell appearing before Congress in September 1987 as Congressmen like Senator Joe Biden asked Dr Sowell to share his opinions on a variety of topics. At this time in his life, Dr Sowell was a Senior Fellow researcher at the prestigious Hoover Institute at Stanford University.

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some of the largest deposits of gold and oil in the world and, yet, Venezuelans are literally impoverished and some starving!

Dr Sowell changed his opinion of Marxism after he went to work for the United States government in the Department of Labor in 1960

which oversaw America's government mandated, minimum wage law. Dr Sowell was given

a research project on the impact of the American government's minimum wage laws

in Puerto Rico.

Sowell went on to earn

a Doctor of Philosophy degree in economics

from the highly competitive and prestigious University of Chicago in 1968.

Dr Sowell has taught economics at a number of leading universities including

Howard University, Rutgers, Cornell, Brandeis University, Amherst College, and the University of California at Los Angeles.

Since 1980, Dr Sowell has been

**a Senior Fellow of
the Hoover Institution
at Stanford University,**

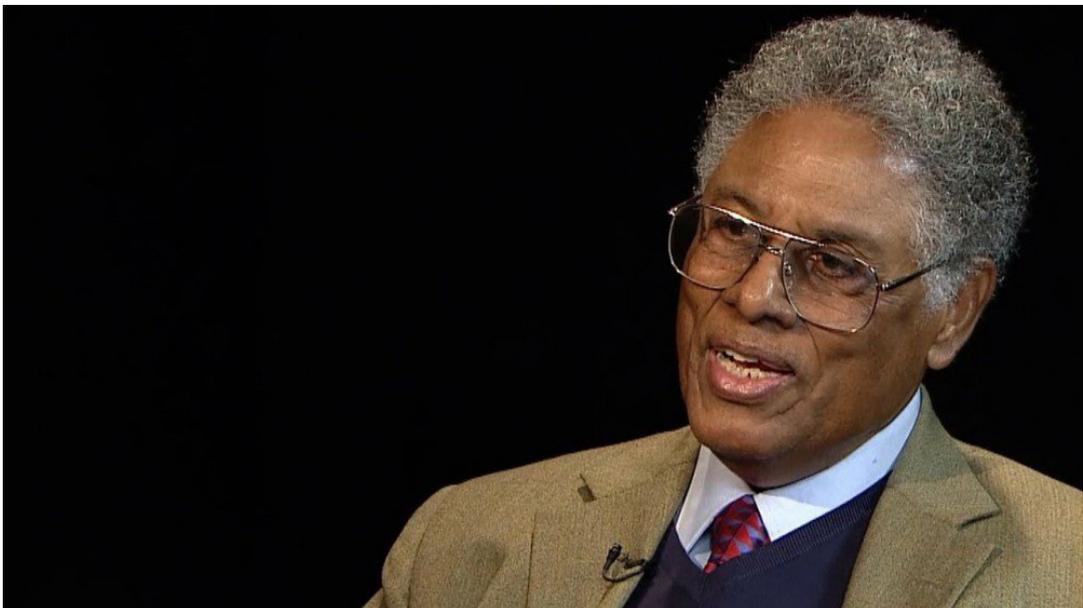
focusing his efforts on research and writing books and newspaper articles on government social policies, race, ethnic group profiles, education, leadership decision-making as well as the problems of children with delayed speech problems. His book “*Knowledge and Decisions*”, was a winner of the **1980 Law and Economics Centre Prize** and was praised for its “*cogent contribution to our understanding of*

the differences between the market (i.e. the buying and selling of products and the employment of people to produce them) process and the process of government.”

Sowell has researched and written on a number of topics in history (e.g. *the Great Depression, Charter Schools, etc*) and the human condition (e.g. *Irish history in America, the Chinese in Burma, Indians in Uganda*). Dr Sowell has also been

**outspoken
from his empirical studies
revealing
incompetence and duplicity of
government
and
many self-serving politicians.**

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Dr Thomas Sowell, 2016, during an interview with Peter Robinson on the program “*Uncommon Knowledge*”.

Sowell's exhaustive research has led to several books and numerous newspaper columns sharing his **data driven, fact finding** research on a wide range of topics including American public education, the minimum wage, public assistance programs, affirmative action, college academic standards as well as the influence of academics (college professors) in public (government) policy. Dr Sowell has also shared his research on

**the human condition of
black America.**

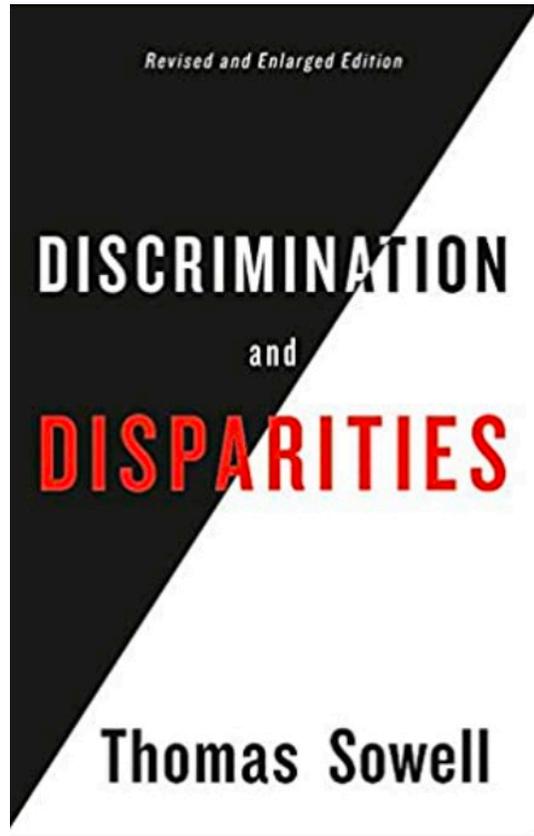
For example,

**Dr Sowell research on
the minimum wage laws**

has shown indisputable, "racist" intent.

**Dr Sowell professes
minimum wage laws
actually
HURT
not HELPED
poor people,
especially
poor, black Americans.**

Dr Sowell implores readers of his theses and opinions on America's minimum wage laws to



Dr Thomas Sowell March 2019

**analyze the effects
of the minimum wage
not
the intent of the law**

while formulating their own opinions. The intent of minimum wage has been to provide poor people with a liveable wage. The actual effect of the law from the empirical evidence "is two fold" according to Dr Sowell. "A wage set above what would be a wage established by real supply and demand, between an employee and employer, in a free, competitive market has and will

continue to #1. increase the number of people applying for a job and

#2 decrease the number of workers actually hired”

writes Dr. Sowell. An employer will only hire the number of people they can afford. Dr Sowell’s claim has repeatedly been proven, most recently,

in an impartial United States Congressional Budget Office (CBO) in 2021

after President Joe Biden proposed raising the minimum wage to \$15 per hour. According to a **Boston Globe newspaper** column sharing the CBO 2021 findings, *“it is an almost wholly noncontroversial proposition, supported by a vast empirical literature on the consequences of minimum wage laws. That literature is as old as the first federal minimum wage — established by Congress at 25 cents in 1938,*

the law instantly caused tens of thousands of unskilled Black Americans to be thrown out of work.”

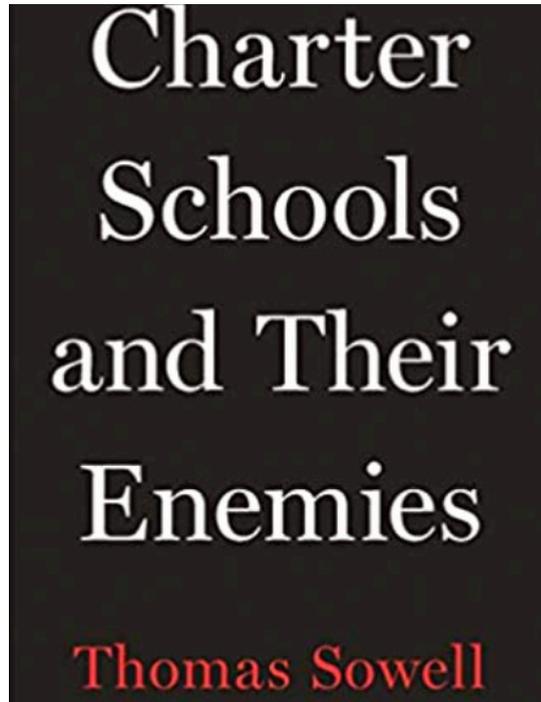
Dr Sowell further contends minimum wages laws compound the injustice to poor people, especially urban blacks. Minimum wage deprives poor people of an opportunity to learn **relevant** skills and behaviors that would be introduced and developed in good, public schools which too many urban, public schools have long proven incapable of providing.

Market driven, NOT government dictated, compensation has repeatedly **PROVEN to increase the number of entry level jobs and internships that provide poor people with relevant skills to create opportunities for higher paying, fulfilling, career employment.**

Raising minimum wages, while increasing the compensation for some, has conclusively proven to eliminate jobs for too many others.



Walter Williams, George Mason University



Dr Sowell always encourages a focus on the

the RESULT
NOT
the INTENT.

Walter E. Williams, the former John M. Olin Distinguished Professor of Economics at **George Mason University**, concurs with Dr Sowell.

“The greatest victims of minimum wage are poor black people,

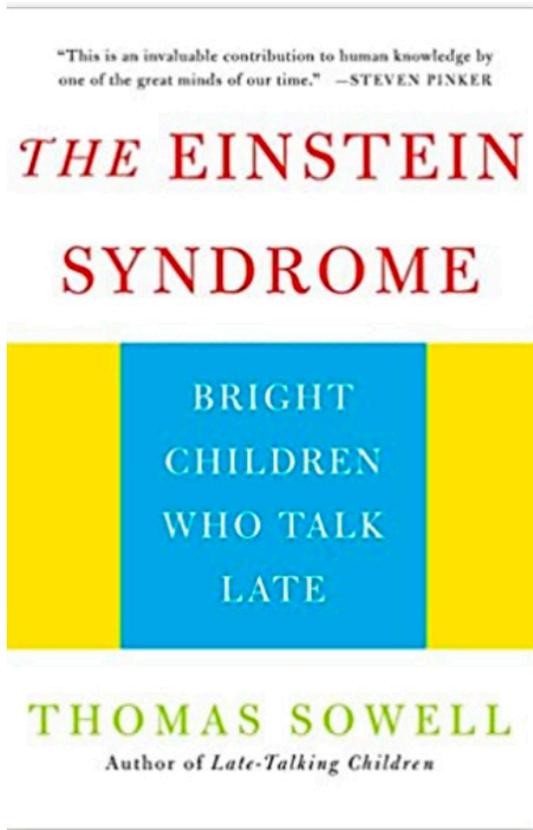
who have been forced to attend rotten schools with fraudulent educations, living in the isolation of poverty in bad neighborhoods. Early work experiences have proven very important to people

with these kind of circumstances and background.....The minimum wage law has proven to be the most effective tool in the arsenal of the racist in the world.”

Dr Sowell has also written extensively on charter schools,

the impact of family values on academic and lifetime success, slavery reparations, as well as

leadership evaluations of United States Presidents, including, President Barack Obama and Donald J. Trump.



Dr Sowell has also written extensively about delayed speaking in young children. Sowell wrote *“The Einstein Syndrome: Bright Children Who Talk Late”*, discussing the research on this condition which many parents agonize over. It is a trait which Dr Sowell says affected many prominent historical figures such as physicists Albert Einstein, Edward Teller, and Richard Feynman; mathematician Julia Robinson; and musicians Arthur Rubinstein and Clara Schumann. Dr Sowell contends some children develop unevenly (asynchronous development) for a period in childhood *“due to rapid and extraordinary development in the analytical functions of their brain”*.

So, what are the

takeaways from Dr Sowell’s amazing life?

#1. **Be skeptical**; if it doesn’t sound right, there’s a good chance it isn’t. Do your research. Find and examine **empirical data**. Formulate your decisions on indisputable **facts**.

#2. **Entertain contrarian views**, i.e. people who have a different perspective on the same topic. For example, if NBC is telling you something, listen to the same story on FOX. Or, if a Republican is telling you something, find out what a Democrat or Libertarian Party member says about the same issue. Remember, Thomas Sowell once trusted the words of Karl Marx.

#3. **Don’t readily accept information based on someone’s stature or perceived success**; this means teachers, authors, entertainers, celebrities, the media, news anchors, even the clergy, but *especially politicians*. If it doesn’t seem correct, there’s a good chance it isn’t. **Do your research** before accepting what a source says is the *‘TRUTH’*. Too often, these *‘truths’* are simply biased or partisan *‘opinions’*.

#4. **Trust your instincts; you’re more intelligent than you think.**

Dr Sowell is also

an avid, accomplished **photographer**.



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Elon Musk



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In 1995, Elon Musk co-founded **Zip2**, a web software company. In 1999, he sold Zip2 to the computer company, Compaq, for \$307 million. Musk then founded **X.com**, an online bank. The next year he co-founded **PayPal**, an online financial services and e-mail payment company. He became the company's Chief Executive Officer (CEO). In October of 2000,

PayPal's Board of Directors fired Musk as CEO of the company.

Jeff Bezos



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Shortly after his birth, his 17 year old mother and his father, who owned a bicycle show, divorced. Bezos's mother then married Cuban immigrant Miguel Bezos in April 1968. The family moved to Miami, Florida.

While Bezos was in high school, **he worked at McDonald's** as a short-order line cook during the breakfast shift.

In December of 2020, **Jeff Bezos is the richest person in the world** with a net worth of **\$190 BILLION.**

Ronald Cotton



83

Amazingly. Incredibly. Ronald Cotton forgave. Mandela like.

Condeleezza Rice



84

From **a racially segregated neighborhood in Alabama**
to serving the
United States of America as its *Secretary of State*,
this is the story of
Ms **Condeleezza Rice**.

Ping Fu



85

Against incredible odds but with an abundance of hope, Ping Fu

Cameron and Tyler Winklevoss

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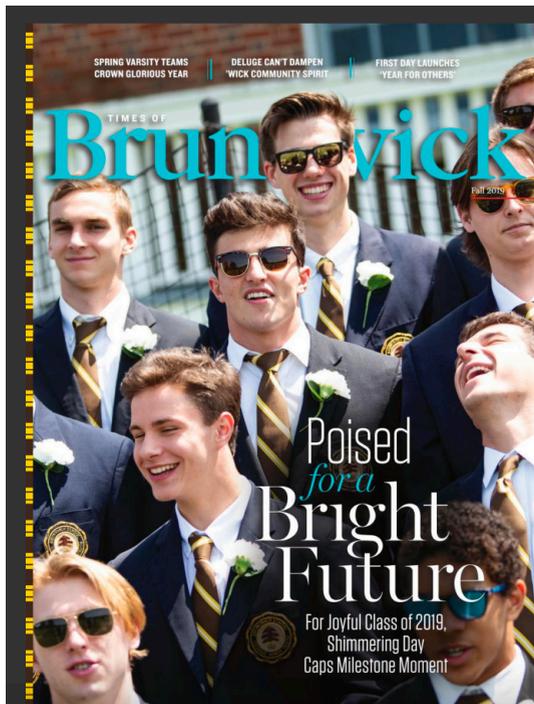


Twin brothers with **great personal brands**,
from a **privileged Connecticut family**,
with **networks of very successful people**,
NOW
driving a conversation about 21st century
currency (money) and investments
which we should be aware of.

Tyler and Cameron were born in Southampton, New York, on August 21, 1981 and raised in the wealthy community of Greenwich, Connecticut. Their father was from a wealthy family of Pennsylvanian businessmen and coal miners who created an software company that made him a multi-millionaire.

Cameron and Tyler went to exclusive and very expensive schools,

Greenwich Country Day School (Elementary), and **the Brunswick School** (high school). Both studied Latin and Ancient Greek in high school as well as started the school's rowing team.



Cameron and Tyler went to Harvard University in 2000

where they

majored in economics.

At Harvard, both boys were on

the men's varsity crew team (rowing) as well as the Porcellian Club

and the Hasty Pudding Club.

In 2009, the brothers Winklevoss entered the **Saïd Business School** at the **University of Oxford** in England for a Master of Business Administration degree. While at Oxford, the brothers rowed in the Blue Boat in the Oxford-Cambridge Boat Race and later competed for the United States rowing team in the **2008 Beijing Olympics**.

In December 2002, the Winklevoss brothers, along with classmate **Divya Narendra**, started a social media site to connect with fellow students at Harvard University and other universities. From this collaboration of Harvard classmates, the web site, **HarvardConnection** was born. In January 2003, they enlisted the help of another Harvard student, programmer and friend Sanjay Mavinkurve, to begin building

HarvardConnection (**later renamed ConnectU**). Mavinkurve left the project in the spring of 2003 after graduation and went to work for Google.

After the departure of Mavinkurve, the

**Winklevosses and Narendra
tapped into
their **network**
to recruit,
computer programmer
Victor Gao,
to work
on
HarvardConnection.
(**ConnectU**).**

**a lawsuit against
Facebook founder,
Mark Zuckerberg,**

claiming their **Harvard classmate**, Zuckerberg, had broken an oral contract with them by stealing their **ConnectU** idea to create **Facebook**. A settlement agreement was reached in February 2008. The Winklevoss twins' financial rise began with this legal settlement with Mr. Zuckerberg in 2008. Their lawyers urged the twins to take the \$45 million (after lawyers' fees) in cash. But the twin insisted on wanting Facebook stock instead. The twins took the stock.

"The lawyers thought we were crazy," Cameron Winklevoss said in an interview. "We thought they were crazy wanting cash."

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In 2004, the Winklevoss twins filed

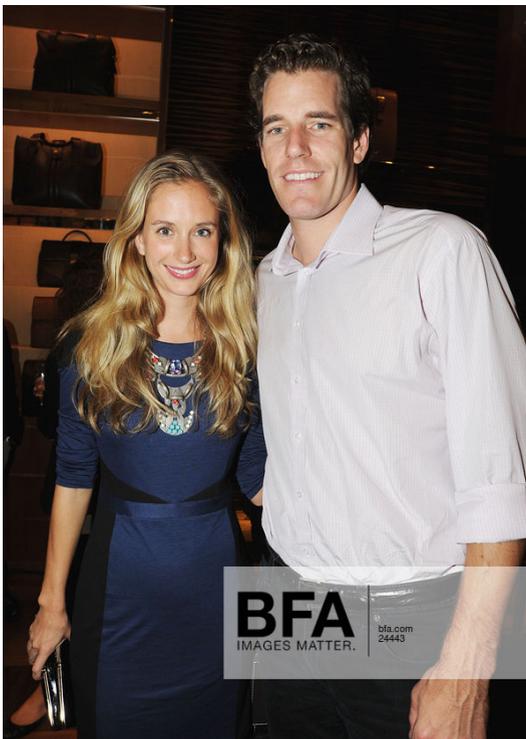


the Winklevoss brothers and Mark Zuckerberg, the Founder of Facebook.

By the time Facebook went public in 2012, their Facebook stock was worth around \$300 million!

**In 2005,
Cameron Winklevoss
and
Rachelle Hruska
began a new company,
'Guest of a Guest'.**

Hruska had noticed party-goers in New York City would stay at other people's homes in the wealthy community of the **Hamptons** as "a guest of a guest." The 'Guest of a Guest' web site was established to report on and photograph events and the people attending them



Rachelle Hruska and Cameron Winklevoss

in New York City and later around the world. 'Guest of a Guest' now has offices in New York City, Los Angeles, Washington, DC, and the Hamptons. By 2009, the 'Guest of a Guest' site was generating 2 million views monthly. In May 2009, the *New York Post*, one of New York's most read newspapers, called Hruska "The Queen Bee" of the new wave of internet reporters. Hruska purchased Winklevoss' stake in 'Guest of a Guest', becoming the sole owner of the website in 2012. That same year, Hruska continued to extend her coverage of major, popular events globally to Cannes, Art Basel, and Paris Fashion Week as well as the Oscars.

**Rachelle Hruska
networked well.**

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She was raised in Lincoln, Nebraska. Hruska attended Pius X High School. She graduated from Creighton University in 2005 where she majored in psychology. In 2005, she moved to New York City

**where she worked as
a nanny**

for a rich New York family. The following January, she started working at a successful investment company,

**Baron Capital Management,
in an entry level position.**

Soon after, she was promoted to the

**assistant to
the chief executive officer,**

of the company, Ron Baron. After Hruska bought Cameron Winklevoss' ownership shares of 'Guest of a Guest' in 2012, she became the sole owner of the company. Cameron later said "I was immersed in launching another company, Winklevoss Capital, as

well as investing in other new business ventures. Therefore, it made sense for Rachelle to take on the company in full and I wished her the best of success going forward."

**Tyler and Cameron
invested
their Facebook settlement
to buy
Bitcoins.**



In late 2012,

**the price of
one bitcoin
was less than \$10.**

**By the end of 2020,
one Bitcoin was selling for
\$18,000.**

Few people on Wall Street had initially expressed any interest in Bitcoin, a virtual currency.

The twins made headlines in July of 2013, according to Wall Street Journal reporter Christopher Ross, “when the twins announced the

**creation of
the Winklevoss Bitcoin Trust,
which would operate
an exchange-traded fund
dealing only
in the virtual currency of
bitcoins.**

Putting the twins personal brands and wealth behind bitcoin—which has attracted intense interest and criticism as a form of money that exists beyond the control of governments and central banks—represents a big risk’ Ross quoted Tyler Winklevoss in a Journal story. Tyler continued

**“entrepreneurs
have to
be willing
to gamble.**

**Entrepreneurs
are
a special breed.**

They make their own fate,

and there’s no safety net if it doesn’t work out.” In other words, you thrive or die with your business decisions.

The Winklevosses soon after tested a new idea for storing “cryptocurrencies” like Zcash and Bitcoin. The twins tested the idea using their private keys. They cut up printouts of the keys into pieces and then distributed them in envelopes to safe deposit boxes around the country, so if one envelope was stolen, the thief would not have the entire key to gain access to the deposit box.

**With their company
Gemini,
the brothers created
a high-tech ‘key’ version
to hold “cryptocurrencies”,
like BITCOINS,
more securely
than any other
security system.**



Getting into **Gemini's** secure 'vault' requires multiple signatures from cryptographically sealed devices that have never been linked to the internet.

**a social media platform
for money managers
to share
ideas.**

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Gemini got a license from New York State regulators that allows them to hold Bitcoins for regulated banks and asset managers (investors) — something no virtual currency companies can do. As a result, Gemini has become one of the most trusted storage destinations for investors.

This led to a \$750,000 investment in **Hukkster**, an online shopping site that notifies users when selected items have gone on sale.



Cameron now lives in Manhattan, New York City, where their company offices are headquartered. Tyler's home is in Los Angeles—"a *bicoastal arrangement that aids the hunt for new ventures*" as characterized by Wall Street Journal reporter, Christopher Ross.

**In 2019, the twins
invested \$1 million
in **SumZero**,**

Cameron and Tyler's rowing career served them well in their present roles as entrepreneurs and company owners. Their former training regimen—11 1/2 months a year, 2 to 3 times a day—has prepared them well for



**the hard work
and
time management
demands
for a start-up company,**

which often keeps them at the office well past midnight. But the lessons gleaned aren't just physical.

“Be confident”.
Push out of your comfort zone.

**Network
wisely and constantly,
and**

protect your brand

the twins would advise.

“You will make it.”

Steve Jobs



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How would you feel after learning your biological parents gave you up for adoption and the first family seeking to adopt you changed their minds when they learned who you were? ***How would you feel*** when the company you founded in 1976, APPLE, essentially fired you in 1985?

Hilda Solis



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Her mother was told by her high school guidance counselor “*Your daughter is not college material. Maybe she should follow the career of her older sister and become a secretary.*”

Ursula Burns



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Ursula was **raised by a single mother**, a Panamanian immigrant, in the Baruch Houses, **a New York City housing project** to become a successful engineer and, eventually, the CEO of Xerox Corporation from 2009 to 2016 and Xerox chairwoman from 2010 to 2017. In 2014, Forbes Business Magazine rated her **the 22nd most powerful woman in the world**.

Tricia Griffith

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2017 HIGHEST
RATED
CEOs

Employees' Choice



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Tricia Griffith **began her career** in the insurance industry by joining Progressive in 1988 as a **claims representative** in Indianapolis, Indiana. Insurance companies employ claims representatives to work as the main contact for people needing help filing their accident claims. It's an important **customer service** position. Claims representatives guide customers through the claims process, assessing their validity and value. Additionally, they usually have the authority to resolve most uncomplicated, non-injury claims. **Today, Tricia is the CEO and President of Progressive**, an insurance company that insures motorcycles, boats, RVs, commercial vehicles, and homes. Progressive is currently **ranked No. 99** in the 2019 Fortune 500 list of the largest United States corporations by total sales revenue (**\$30 billion**).

Activity One

Credibility: what's true or fact and what's opinion? We often speak in class about credibility or believability in what you read or hear. Only you can decide what the truth is and whether you should accept a statement as FACT. The truth should be determine after you check other sources and whether there is any bias in the reporting of the information.

You are asked to determine in the following statements what is FACT and what is OPINION.

Example: Statement –

The 1st United States of America President, George Washington, is a GREAT American!

Answer: **OPINION.** Here's why - Anytime we use adjectives like 'wonderful', 'beautiful', 'great' and 'the best' to describe someone, the statement becomes an OPINION. Some people could easily say Washington could never be considered 'great' because he had slaves. No one who used slaves and profited from slavery could be considered 'great'. 2nd President John Adams did not use slaves. Military specialists could also say Washington should not be considered even a good General of an army never mind a 'great' general. While Washington was the top military leader of the American army during the Revolutionary War against the British, the American army under Washington LOST MORE BATTLES THAN THEY WON. In fact, Washington's American army would not have beaten the English army at the final Battle of Yorktown unless the French army and navy showed up at Yorktown to help us.

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So, always check the source of your information. Is your source credible or believable? Is the answer debatable? Is there a conflicting perspective on the information? Could the information be someone's opinion? Check other sources about the information to make sure what you are reading or hearing is true, is factual and not debatable. Only you can decide whether something is fact or some else's perception or opinion.

Ten statements. Simply write FACT or OPINION after the appropriate statement.

1. Van Morrison is my (Stephen Cronin) favorite recording artist. _____
2. The city of Raleigh is the capital city of the state of North Carolina. _____
- 3.. "The Mona Lisa" is Leonardo DaVinci's most famous work of art. _____



4. The original *Mona Lisa* portrait is displayed at the Louvre Museum in Paris.
5. **Drake** is one of the world's best performers. _____
6. **JZ** is a millionaire. _____
7. The **United States** of America is the most powerful country in the world.
8. **Minimum wage** laws help all poor people in America.
9. President **Joseph Biden** is a better President of the United States than his predecessor, President **Donald Trump**.
10. **President Barack Obama** has been the most successful President of the United States in the 21st century.

Activity Two

Credibility and Analysis: Only you can decide *what is FACT* and *WHAT is opinion*. I encourage you to base the important decisions in your life on FACTS!! Opinions are often self serving to further the agenda of the people who state them. Search out and review empirical information. Entertaining opposing statements on the same issue from diverse sources. Only then should you make the critical decisions affecting your life.

After reading each of the following states, acknowledge whether the statement is a FACT or OPINION.

1. John Kerry was the American *Secretary of State* in 2014.
2. The *Joint Comprehensive Plan of Action* (JCPOA), also known as the “*Iran nuclear deal*” or the “*Iran deal*” was an agreement between the United States and its allies and the country of IRAN during the Obama administration that **intended to make the world a safer place.**
3. “**DEWEY DEFEATS TRUMAN**” was a headline in the early edition of the *Chicago Daily Tribune* newspaper on the day after the Presidential Election of the United States in 1948 declaring the results of the Presidential Election between Republican Thomas Dewey and Democrat Harry S. Truman.

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President Harry S. Truman shows a copy of the Chicago Tribune that claimed he lost the 1948 Presidential Election to Thomas Dewey.

4. There was proof the country of IRAQ was building weapons of mass destruction, nuclear bombs, in 2002, which justified the invasion of IRAQ in 2003 by the United States and its allies to keep the world safe.



5. Ronald Cotten was found guilty of raping Jennifer Flowers by a North Carolina court in 1994.

6. Washington, D.C. has always been the capital of the United States of America.

7. Hope High School's present location was once a reservoir.

8. Ronald Cotten was guilty of raping Jennifer Flowers in 1994.

9. A reduction in federal income tax rates in the 1920's, advocated by *Secretary of the Treasury Andrew Mellon* and signed into law by **President Calvin Coolidge**, REDUCED the money rich people paid in taxes from 73% of all the money they made above \$100,000 to only 23%. **As a result of these tax decreases, wealthy Americans earning more than \$100,000 in 1929 contributed a LARGER percentage of all the tax revenue collected by the US government** than before the income tax decrease. A person earning more than \$100,000 was considered rich. BTW - \$100,000 in 1920 is equal to \$1,378,169 in 2020.

10. The *Joint Comprehensive Plan of Action (JCPOA)*, also known as the "*Iran nuclear deal*" or the "*Iran deal*" was an agreement between the United States and its allies and the country of IRAN during the Obama administration that **made the world a safer place.**

Activity Three

Critical Thinking: This is an actual question from a job interview at Google:

“How much does the Empire State Building Weigh?”

Answer: _____

How did you come to this conclusion? _____

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Second question:

“How Many Basketballs Will Fit Into A City School Bus?”

Answer: _____

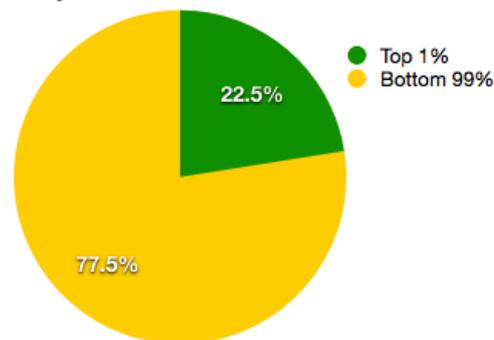
How did you come to this conclusion? _____

Activity Four

Critical thinking, analysis and courage:

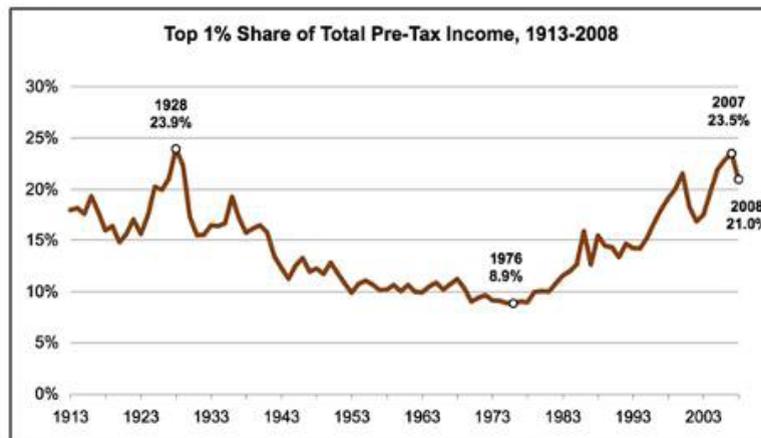
There are 2 charts below. The first is a pie chart. The total circle represents all the money earned in America in 2012. The dark slice within the total pie represents the percentage of all the money earned by the richest 1% of Americans. 1% of the total American population is about 3,500,000 people. This pie chart shows that this top 1% of wage earners, the richest Americans, controlled 22.5% of all the money earned in the United States in 2012. The lighter colored area represents what the rest, 99% of the American population, earned in 2012. 99% of the American population is 346,500,000 (346.5 million) The percentage earned by the 99% in 2012 was 77.5% of the total earned income. Think about those ratios.

**Share of U.S. household income
by income bracket, 2012**



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The second chart below shows the percentage of all the money made in America that goes to the top 1% of all wage earners from 1913 to 2006. You will see the top 1% of all money makers earned the highest percentage of all the income/ money earned in America - 23% - in the years 1928 and 2007. 1975 represents the lowest percentage, 8.9%, of the total income earned by the top 1%.



On the following page, I'm asking for your opinion. What percentage of the total money earned by the richest 1% would be best for America and WHY! Is it better for America when the top 1% of all wage earners take 23% of the total or 8% of the total? And, why?

Activity Four continued:

Research:

Warren Buffet is one of the richest people in America. How would Warren Buffet answer the question from the previous page - 8% or 23%? _____

What evidence in your research led you to believe Warren Buffet would choose this answer? Explain in a well written, correctly punctuated paragraph.

Henry Ford was an American entrepreneur of the late 19th and early 20th century and the Founder of the Ford Motor Company. How do you think Henry Ford would answer the question from the previous page - 8% or 23%?

What evidence in your research led you to believe Henry Ford would choose this answer? Explain in a well written, correctly punctuated paragraph.

Activity Five

Research and analysis: Determine the causes of the Great Recession of 2008 and explain them in a well written, grammatically correct essay with perfect spelling.

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THE COVER ART is a painting by Evelyn De Morgan (1855 - 1919). Evelyn was a British painter who created the cover scene entitled "*Hope In A Prison Of Despair*". 'Hope' is depicted in this scene as a woman or very young man holding a lamp, entering the dungeon where 'Despair' is shown as another human figure bowed down with grief. 'Hope's' saint-like halo suggests the comfort brought by religious faith.

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STEPHEN CRONIN is the author and graphic designer of this text. Stephen is a novice graphic design under the tutelage of celebrated graphic designer and marketer, Nick DeCesare. Stephen has exhibited moderate, at best, potential in graphic design. You can reach Stephen at

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