



The Unfinished Handbook of How It Is

A citizen's guide to intellectual self-defense in America

By Doug Kinnear

The Handbook of How It Is

By Doug Kinnear



Thank you for checking out *The Handbook of How It Is*.

There are some who feel that young Americans should not be told the truth about how things really are in their own country - I disagree. As a Progressive Motivational Speaker, my mission is to help build a better world, one enlightened mind at a time. This book contains everything that I have learned in my life in under 200 pages and it was written to help young people acquire extraordinary wisdom, extraordinarily fast, so they can save their own future.

The Handbook of How It Is is draft version free to download and preview on your computer.

Your feedback, questions or suggestions are welcomed and appreciated. Send to info@dougkinnear.com. *The Handbook of How It Is* will be updated as required to incorporate new information or changes that may occur during this draft period. Thank you very much for your support and interest.

Table of Contents

About This Book	7
Introduction	9
Part 1: Motivational Concepts	13
Part 2: Eyes Wide Open Concepts	43
Epilogue	164
Notes & Sources	170
Bibliography	196
Index of Topics	205

About This Book

The *Handbook of How It Is* contains an extensive number of details, facts, descriptions and explanations that I believe every young American should clearly understand. The goal of this book is to help young Americans become extraordinarily wise, extraordinarily fast, so they can save their own future.

I believe the only thing that will save America from eventual self-destruction is eradicating ignorance and unbridled materialism and replacing it with wisdom, compassion and humanity. As Dr. Martin Luther King, Jr. once put it, we must transform ourselves from a “thing-oriented” society to a “people-oriented” society. True wisdom cannot be forced into anyone’s mind; it must be brought in, one idea at a time. This book facilitates this process by offering its contents in summary form and in alphabetical order, making learning and revisiting topics easy.

The Handbook of How It Is covers over 290 topics and was written from over 40 years of life experiences and a decade of self-directed studies. This book contains the wisdom of the world, as I have come to see it, and is intended to stimulate your own deep thoughts, research and investigations. The *Handbook of How It Is* was not written to tell you what to think, it was written to teach you to think for yourself.

Introduction

The *Handbook of How It Is* contains over 290 topics of critical interest to your life, your happiness, your work, the well-being of your family and the future of the planet. Each topic is covered in a detailed summation designed to deliver the essence of the concept in as few words as possible. The topics are listed in alphabetical order within two parts. Part 1 (pages 13-40) contains commonly taught *Motivational Concepts* and Part 2 (pages 41-154) contains the more advanced and more provocative *Eyes Wide Open Concepts*. The following essay describes the underlying motivation and purpose behind writing this book.

As Young Minds Thinketh

Like other mammals, human beings have an extended period of youth to acquire the knowledge and skills necessary to survive. Being the most advanced mammal on the planet, we have the longest period of youth and presumably the most to learn from the process. Every young human mind is an information-gathering machine of unmatched effectiveness. Consequently, the mind of any youth is filled with the lessons of their own life experiences tempered by the natural contents of their unique personality. Unfortunately, the minds of today's youth contain the same painful issues that crowded my young mind thirty years ago, only more so.

My youth began in 1960 and ran amidst the Cold War, Mutually Assured Destruction, the Vietnam War, civil rights riots, political assassinations and the OPEC oil embargo. My father was a fighter pilot, my uncle was a Marine and my life was immersed in the profession of warfare. Honor, duty, integrity, honesty and following orders were not options in my childhood - neither was questioning the wisdom of those in charge.

But kids have an intense sense of justice, always seeking to see the world in right and wrong. For me, watching TV and seeing American warplanes dropping burning gasoline (Napalm) onto grass huts raised a lot of questions. So did watching young soldiers coming home dead or broken by the thousands. Seeing such actions go on for years and hearing the support for war by otherwise smart people, was downright confusing to me. Any young mind would wonder how anything so violent and horrible as war could ever be the right thing to do.

Young minds also do not see skin color as a dividing element among people until they are taught to do so. I was born a middle class white male and never had to fear being beat up, cracked over the head, bitten by a dog or sprayed with a fire hose just because I wanted the same basic rights as white people. But the black people I watched on TV had to worry about it every second of their lives. Prejudice is difficult to comprehend especially when you learn about the extreme brutality of our former slave trade and how slavery was the primary engine of our early American economy. Again, a young person must wonder how anything so violent and horrible as slavery could have ever been the right thing to do.

I grew up with smoking on airliners, leaded gasoline, Lake Erie so polluted it caught fire, housing projects built on chemical dumps, Watergate and a war that killed millions of the people it was supposed to be saving from communism. During this time, there were only three

major TV networks to talk about it all yet large parts of the public, especially young people, made their voices heard and forced our government to do the right things. Civil rights, woman's rights, human rights, a clean environment and the end of the war were all positive causes moved forward during this time and I naively assumed this forward progress would just continue under its own momentum. It did not.

Instead, powerful corporate interests learned from this experience and waged a virtual war on the concept of a well-informed public. Ironically, as the number of media outlets increased astronomically, so too did the concentration of media ownership. These days, mainstream media have perfected the art of constructing appearances, distractions and diversions to fully occupy the inquisitive public mind. Never before has the American Government been more intimately tied to global corporate interests and so protected from "ugly truths" being revealed to the public in a timely and comprehensive manner. Think about Iraq having weapons of mass destruction, aluminum tubes that were, "only really suited for nuclear weapons programs¹", yellowcake uranium from Niger or Hussein's supposed connection to 9-11. These were all complete lies carried as the truth in the mainstream media when it mattered and de-bunked later when it was too late.

The dumbing down of the American public gets an early start these days with TV advertising to pre-schoolers, which is prohibited in other parts of the world. Ad executives employ the "nag factor" to encourage kids to steadfastly bug their parent(s) into buying. As young people grow up consuming mainstream media they are bombarded with the worship of wealth, the ridicule of poverty, sexual overload, religious fundamentalism, materialism, military recruiters and the fear of terrorism - and that's just by elementary school! There used to be Smokey the Bear, Schoolhouse Rock, and Sesame Street brought to you by the letter "A" and the number "2". But today, the education of young minds has taken a backseat to the indoctrination of young minds to accept a corporate presence in every aspect of their lives.

Fortunately, for inquisitive minds everywhere, the Internet was invented and has grown into a real alternative to traditional media outlets. The "Echo Boomers²" (children of the Baby Boomers) literally grew up with computers and virtually live on them for their communication, entertainment and information gathering needs. These young people are highly connected to each other and they have instant access to any topic they want. In addition, they get their information "on demand", in their own timeframe and without commercials. Whether they are reading an article, listening to a speech or watching streaming video, today's youth have a level of access to information unmatched in the history of the world.

Unfortunately for youthful innocence everywhere, having access to all of this truth can lead young people into some very unsettling places. Seeking young minds can make a few keystrokes and discover epidemic obesity, global warming, AIDS, ozone destruction, lying politicians, CEO greed, deforestation, genocide, nuclear waste issues, globalization, environmental destruction, star wars, epic poverty and a level of dynamic hypocrisy never before witnessed in modern politics.

I believe the majority of young adults in America know that this president wasn't fairly elected; understand we attacked Iraq, at least partially, for oil; realize the Iraq war was based on lies and comprehend that people of lower socio-economic backgrounds are the most likely to die in the military. Thinking young minds in America also noticed the difference between the government's response to a hurricane hitting poor people in New Orleans and one hitting well-

off people near Miami during an election year. The youth of today get it. The only question is what are they going to do with it.

As Lily Tomlin once said, “No matter how cynical you get, it’s impossible to keep up.” This perfectly describes the feeling thinking young minds can arrive at by looking too closely at the world they live in. American youth find out early that there is no end to how selfish and ruthless some people can get when money, power and control are involved. Young Americans are exposed to gratuitous sex, murder and violence from an extremely young age and get processed through a school system focused on conformity and testing instead of life preparation. The scariest part is that the youth of today are seldom shocked or surprised at anything they hear. It’s like innocence lost on a national scale and the danger is that “ugly truths” become so commonplace in their lives that young people can become apathetic towards the idea of ever doing anything about it.

But the far more hopeful outcome is that the majority of these 80 million Echo Boomers (nearly one third of the U.S. population) will hang on to their youthfully intensified sense of right and wrong and use it to get extremely mad, extremely motivated and extremely active in saving their own future. Knowledge is power and Echo Boomers have the extraordinary opportunity to become the best-informed and most politically powerful population of voters that America has ever seen. Tens of millions of wise, motivated young adults knowing exactly how the world really works and exactly what must be done to save it, is the key to our salvation.

What’s on the minds of our youth today is that bullies and cheaters are running the show in America and we’re all paying dearly for their ignorance, malice and mistakes. Young people today perceive the colossal mess that is being left to them from unfettered greed, entrenched racism, environmental disregard and the continued use of war as the primary engine of America’s economy. They see how the ruthless and powerful among us rape our values for their own gain while impersonating honored statesmen and respected captains of industry. Like Dorothy in the Wizard of Oz, the youth of America must pull back the curtains and see the “ugly truths” for themselves. Then, like reverse Pied Pipers, they must call out to mesmerized citizens everywhere and lead them back to the honor, integrity, justice, fair play and concern for others that was supposed to define this country all along. Soon, the youth of America will say, “Fool me once, shame on you; fool me twice and you are through.”

Doug Kinnear

Notes:

- 1) National Security Advisor Condoleezza Rice on CNN, Sept. 8, 2002.
- 2) CBS News, 60 Minutes, “Echo Boomers”, Sept. 4, 2005

Part I

Motivational Concepts

Motivational Concepts are fundamental life truths that will illuminate your road to integrity-based success. Each topic has been distilled and summarized to deliver its essential wisdom in as few words as possible. This section contains the information that is typically taught by standard motivational speakers.

Acres of Diamonds	<p><i>Acres of Diamonds</i> is a book by Russell H. Conwell published in 1960 / it contains a series of stories about people oblivious to the fortune they had right in front of them / one man leaves his South African ranch in search of diamonds, spends all his money and throws himself into the sea, only to have diamonds discovered back on his ranch / other stories echo this theme / the principle is that you must mine the gold that is right inside of you / your greatest gift (talent, ability, skill) is so close and so familiar, you may not see it / get some distance / listen to what others tell you / you may be reaching for a “near miss” while your “sure thing” gets ignored / mine the gold of your natural ability and of your own unique personal experience</p>
Activity vs. Accomplishment	<p>Activity is looking busy - accomplishment is getting results / try to cut down a tree with a dull blade and you will work very hard and accomplish very little / think about what you are doing before you do it / use your imagination to innovate / sharpen your tools - sharpen your skills – sharpen your mind / work in a smart, steady effort - not short bursts / finish the job – partially done is not done / accomplishment is always work - but work is not always accomplishment / the most frantic people get the least done / rushing breeds inefficiency and errors / take the time do it right the first time or you will have to make time to do it over</p>
Approval	<p>Seeking approval is normal in people but can be excessive in those raised on “conditional love” / “conditional love” is when parents love their children only when they are doing what they are told / these children lack confidence and hold themselves in low regard / they are hypersensitive to the opinions of others / they tend to avoid confrontation / they tend to believe they must please others to get love and affection / they are overly sensitive to letting others down / to genuinely succeed in life you must learn to seek your own approval first / everyone has a right to their own opinion – including your positive opinion of yourself</p>
Arena	<p>Your “arena” is the life situation into which you were born / be grateful for both your advantages and your challenges / there is growth potential in every situation / genuine appreciation comes from earnest struggle / compare your arena to others in the world for a “reality check” / feeling sorry for yourself only sets you back / life is about making the most out of what you have / if you are lucky enough to have been born to an arena of advantage – realize your advantage, do great things, be happy and bring opportunities to others / notice your own arena and make the most from what you have</p>
Asking	<p>The world will not ask you to succeed - you must ask the world / be sure to ask for what you really want / ask those who are in a position to help you / create value for those whose help you ask / ask until - don't give up / sense the right time to ask / understand your case and be able to articulate it / people want to help those who are helping themselves through honest effort toward worthy goals</p>
Assumptions	<p>Making an assumption is thinking you know more than you do / unless you are sure - take a moment to double check / do you really know the directions? / are you sure you turned off the coffee maker? / are you sure that was the right circuit breaker? / are you sure your friend remembers to attend the surprise birthday party tonight? / are you sure the cashier gave you the right change? / it takes so little time to check things out when compared to the cost of not / assumptions can waste time, make you late, make you look incompetent, inspire arguments, cause you pain or even kill you / take the time to be sure of your facts and don't make assumptions</p>

Attitude - positive	A positive attitude is overt optimism, helpfulness and a sense of hope / it's finding solutions / it's not complaining / it's being lighthearted and seeing the humor in situations / it's smiling naturally and feeling happy inside / a positive attitude is a self-fulfilling prophecy / 85% of success is based on attitude – 15% on ability / sometimes you must “fake it ‘till you make it” / a positive attitude can emphasize the negative attitude of others so beware / tone it down if you must – but never turn it off
Authentic	Being authentic is being true to your humanity and true to yourself as an individual / it's using your distinctive natural gifts / authentic people follow the golden rule / to be authentic, listen to your own feelings and pursue your own desires / be willing to challenge your assumptions / authentic people can laugh at themselves / being authentic means naturally wanting to help others / authentic people use money and love people – inauthentic people use people and love money / inauthentic people live “outside” themselves and are fixated on how things look to others
Balance	Everything in life exists between pairs of opposites / examples include: up-down, in-out, here-there, happy-sad, with-without, intelligent-ignorant, positive-negative, selfish-unselfish, industrious-lazy, friendly-mean, honest-dishonest, trusting-untrusting, greedy-generous, etc. / sometimes things exist as “either ors” - like you are either pregnant or you're not / other times things are balances between two extremes – like you are punctual 80% of the time / get to know who you are and what aspects of your life are a matter of balance and which ones are “either or” situations
Bellwether	Bellwether is a sheep herding term referring to the sheep that leads the flock – often the bellwether (the lead sheep) does wear a bell / the term is used in business to denote a company that is first out with a trendsetting product, service or technique that others will follow / California, Colorado, Texas and Florida are considered bellwether states because they are the most populated in the U.S. and trends, innovations or scenarios that initiate in these states often diffuse to the rest of the country / for example, California was the bellwether state for the banning of smoking in restaurants and public buildings, which is now a nationwide trend / Florida was the bellwether state for time sharing vacation properties / California and Florida are bellwethers when it comes to shortages of fresh water / seeing bellwethers and recognizing them as such, allows you to see into the future and identify challenges and opportunities
Blame	Laying blame is the main root of negative emotions / blame assigns fault to others for your own situation / holding blame prevents your emotional growth and keeps you stuck in the past / eliminate blame by claiming total responsibility for everything in your life / holding blame keeps you as “victim with an alibi” / like the saying goes, “holding blame is like giving yourself poison and hoping someone else dies”
Bliss	Bliss is complete happiness / your bliss is that activity that is so much fun, you would pay to do it / that activity that makes you happiest and ignites a burning passion / master teacher Joseph Campbell said “follow your bliss” as the most important rule in life / put your ladder on the right wall first, and then climb it / it's <u>your</u> own life – follow <u>your</u> own bliss or you will never be truly happy
Cause and Effect	There are no accidents / your life experience is the result of your thoughts and actions up to this point / thoughts are causes – the conditions of your life are the effects / there are causes behind all we see in our lives and in the world / your most prevalent thoughts are often the cause of your own problems / if you don't like your life – identify

	the negative thought patterns that are holding you back and change them
College	College is the most free time of a person's life / you have resources, free time and you don't yet work for a company that can exercise control over your actions / most peaceful demonstrators are college students because they have the passion and the means to get involved / later, when employed and with a family depending on you, its far more difficult to express a dissident political voice without consequences
Commitment	W.N. Murray wrote the following definition of "commitment" in <i>The Scottish Himalayan Expedition, 1951</i> / Until one is committed there is hesitance, the chance to draw back, always ineffectiveness. Concerning all acts of initiative (and creation) there is one elementary truth, the ignorance of which kills countless ideas and splendid plans: that the moment one definitely commits oneself, then Providence moves too. All sorts of things occur to help one that would otherwise never have occurred. A whole stream of events issues from the decision, raising in one's favor, all manner of unforeseen incidents and meetings and material assistance, which no man could have dreamt would have come his way. I have learned a deep respect for one of Goethe's couplets: "whatever you can do, or dream you can... begin it. Boldness has genius, power and magic in it" / on another perspective of this same word, my uncle Neil, who was a retired Sergeant Major in the Marine Corps, once asked me if I knew the difference between "commitment" and "involvement" / he told me to imagine a ham-n-eggs breakfast - the chicken was involved, the pig was committed!
Communication	Effectively communicating ideas is fundamental to your success / you are always communicating something whether consciously or not / over 93% of communication between human beings is non-verbal (body language & word inflections) and 7% is from the actual meaning of the words used / all forms of communication have an emotional content / people will remember how you made them feel more than exactly what you said / communication requires a sender, a receiver and a medium through which the communication passes / face-to-face communication is so effective because body language and verbal language are received together / make the effort to learn to communicate well / practice, practice, practice / become adept at speaking one-to-one, one-to-some and one-to-many / build and use your vocabulary to express, not to impress / remember that you are the words you choose to use / practice your writing skills at every chance / learn to say more with less / proofread your work and then have someone else proof it again / typos and mistakes diminish the impact of your words / cuss words show a lack of vocabulary / everything great that could ever happen in your life will be as the result of you communicating ideas / recorded forms of communications can be repeated accurately / verbal communications tend to morph as they are repeated from person to person / gossip is dangerous because the content always gets modified / most people cannot keep a secret / most forms of communication are not very secure - especially e-mail / never write anything that you wouldn't say to a person's face / your life is ultimately the result of what you say, how you say it, and whom you say it to / your power is in your word and your word should be your bond / inaccurate communications can hurt others, so take great care to be accurate with what you say / if you really want to keep a secret – keep it to yourself / forms of communication vary in their <u>direction</u> (one-way, semi two-way or two-way) / <u>reach</u> (one-to-one, one-to-some or one-to-many) / and <u>channels</u> conveyed (verbal, non-verbal, written, visual, touch) / examples of types of communication scenarios include: face-to-face conversations, one-to-group speeches, typewritten letters, handwritten letters, a letter with a photograph, office phone conversations, cell phone

	<p>conversations, video conferences, news conferences, radio “call in” shows, radio dramas, TV dramas, TV newscasts, newsreels, TV call-in shows, feature films, music CDs, spoken word CDs, downloadable audio files, billboard messages, neon store signs, smoke signals, movie documentaries, public protests, Morse code, newspapers, magazines, newsletters, hand signals, whistles, sky writing and others</p>
Compensation	<p>Genuine compensation is the reward for improving the lives of others / this compensation comes in the form of money and positive emotions / ideal occupations are ones that feel good and pay well / in a values-based economy, people are compensated relevant to the good their actions bring to society / in a material-based economy, compensation is relevant to the amount of money a person generates for investors / ideally, you must strike a balance in your life and find a way to follow your dreams, be of service to others and generate prosperity / if you just go for the money, you will compromise your humanity and end up with money and nothing else / if you follow your bliss, your life will be rich in simple pleasures, the compensation you earn will be genuine, you will have real friends and you will experience genuine happiness on a daily basis</p>
Compliments	<p>One of the most pleasing experiences is to give or receive a genuine compliment / a genuine compliment is when there are honest feelings behind the words expressed / sometimes people extend insincere compliments as a means of manipulation or control / this type of compliment does not bring happy feelings, but quite the opposite / the two simple rules are: only extend a compliment if you honestly mean it and when you receive a compliment, simply smile and say, “thank you” / if you get into explanations, or put yourself down, you are demeaning the compliment and making the sender feel bad / get in the habit of accepting genuine compliments by simply saying, “thank you”</p>
Conceit	<p>Conceit is the stubborn and expressed belief in your own infallibility and greatness / conceit turns other people off / it precludes constructive collaboration and keeps you focused on self interests / conceited people tend to be shallow, insecure and narrow minded / conceit and bragging are in compensation for felt insecurities / true success is quiet self-confidence – not loud conceit</p>
Contrast	<p>Contrast is the difference between the background and foreground that exposes the details / black words are seen best when printed on a light background / it’s the “contrast” that delivers understanding / you would not know who you were if you did not have others to compare yourself to / stars appear in the sky only against the darkness of night / if you want to stand out, be in contrast with the ordinary / “compare and contrast” to make the details of your case more clear</p>
Control	<p>You only have total control over one thing in you life - your own thoughts / fortunately, your thoughts determine everything that happens to you / your thoughts control and predict your experienced reality / your thoughts determine your response to other people and your response to situations and events / when you take control of your thoughts, you take control of your life / you, alone, are in charge of what goes through your own mind – and this makes all the difference in the world</p>
Control vs. Choice	<p>“Control psychology” is using a system of punishments and rewards to control the actions of others / “choice psychology” is gaining the cooperation of others through mutual advantage and respect / control works on people from the outside in - choice works from the inside out / control seeks dominance – choice seeks alliance / people follow bosses because they are forced to – people follow leaders because they want to</p>

	<p>/ control squeezes results – choice grows results / our society is based on external control psychology using “should” and “must” to implore people to act in a certain way “or else” / when control is used, distance is put between the people involved / when choice is used, people work out their problems without threats or punishment and can stay connected / external control techniques in relationships are scolding, nagging, complaining, arguing, withdrawing, yelling, hitting and other methods of coercion / choice psychology knows the only person we can really control is ourselves / external control may seem to get results at first but it develops resentments / choice fosters relationships and control strains them / the language of control is biting, the language of choice is inspiring / (source: “Choice Theory” by William Glasser M.D.)</p>
Creativity	<p>Life is a continuous process of creation / wealth often comes from using creativity to solve problems / your life is your most important creation / expressing your creativity is a primary source of joy / there are many types of creativity including artistic, synthesis, communication, problem solving, building, developing and others / creativity is often inspired by a desire to contribute to the world / things are always created twice, once in mind and then in reality / creativity needs a balance between freedom and structure / learning the rules enables you to be more creative / it helps you combine open-mindedness with discipline / for example, you must practice to learn an instrument before you can improvise or create songs / to write a book you must have ideas and be able to write well / a creative mindset can be fostered / be observant, ask questions and consider other people’s viewpoints / maintain a sense of wonder / see how things work / appreciate other’s accomplishments / look at creative solutions used in nature / creativity requires a license to fail - give yourself permission to make mistakes and learn from them as fast as possible / remember, creativity is not about impressing - its about expressing who you are and what you want to share with the world</p>
Criticism	<p><u>Constructive</u> criticism focuses on improving performance without negating the person / this criticism is given with empathy and a genuine desire to help / notice what was done right as well as what could be improved / be honest without being judgmental / be straight forward and be respectful of other’s feelings / the rule is to praise in public and critique in private / <u>destructive</u> criticism is like using a sledgehammer to open a peanut - it does correct the behavior, but it destroys the will / destructive criticism attacks the self esteem with comments like, “you’re so stupid”, “can’t you do anything right?”, “don’t be an idiot” and many others / destructive criticism arouses defensiveness and drives emotional wedges between people - don’t give it and don’t accept it from others / giving destructive criticism is the sender’s problem, not yours / learn to not take destructive criticism personally and restrict your contact from those who use it</p>
Delayed Gratification	<p>One clear sign of maturity is the ability to delay gratification / for most people, there will be a delay between when they identify something they desire and the time they actually get it / for example, learning to play an instrument requires a great deal of practice and lots of hearing yourself improve slowly / the gratification of being able to play something well is necessarily delayed / if a person is unable to delay gratification, they will likely quit before they get anywhere / of course, we would all like to become great at things without doing the work, but <u>life</u> does not <u>work</u> that way / the good side of delayed gratification is that it brings extreme satisfaction when results are achieved / for many of us, we experience delays in finding the perfect job, a perfect partner or becoming financially secure / we must grow into these things through continued learning and effort / the opposite of delayed gratification is instant gratification, which is what many people think they want / unfortunately, things that come instantly, or</p>

	without substantial effort, are just not very satisfying / look at someone who got everything they ever wanted the instant they wanted it - can you say unhappy? / delayed gratification is powered by dreams and pursued through consistent effort / it spreads gratitude through every day of your life and allows for the thrill of achievement / just because things are delayed does not mean they will be denied / anything worth having is worth working and waiting for / in life, there's no such thing as instant fruit and sometimes you have to shovel a lot of fertilizer before the fruit will start to grow
Demand	Business success comes from figuring out what people want and supplying it / watch and ask people - they will tell you / there are unmet demands everywhere / ideas that bring benefit to people will sell / your own family, friends, kids, and spouse will tell you what they demand, if you watch them / listen for your own ideas and your "ah ha" moments of discovery – write them down / find the special demand that only you can fill
Determination	Determination is not being dissuaded by obstacles / anything worth having is worth working for / stay focused on what you really want in life / genuine determination comes from pursuing genuine goals and letting yourself get excited about them on a daily basis
Diffusion of Inventions & Innovations	An <u>invention</u> is a completely new device, like a telephone or a computer – an <u>innovation</u> is an improved application of an existing device, like a cell phone or a laptop computer / throughout history, the wealthiest people in society were the first to enjoy new inventions or innovations that came about / this is because new inventions are most expensive when they first come on the scene (development costs, manufacturing start-up costs and all that) / they become more and more accessible to the common people as time goes by - production efficiencies come about, other producers join in and prices drop / things like indoor plumbing, flooring, electricity, automobiles, air conditioning, radio, TV, color TV, stereo, video recorders, computers and you name it / it is common in society for people to want to imitate the wealthy and enjoy the same advantages that they have / this pattern has been a major driver for the economy, especially during the Industrial Revolution and the advent of mass production / the process of things getting invented, being adopted by the wealthy and then spreading throughout the rest of society is called the "diffusion of inventions and innovations" / this diffusion process offers tremendous business opportunities for those who recognize trends before they burst forth / the obvious example of this is Bill Gates (the world's richest man) who recognized the invention of computers and the innovation of personal computers as a trend to get in front of / he identified the operating system as the one thing that every computer was going to need – chaaaachingggg
Disuse	If you've ever had a cast on your arm or leg, you have experienced atrophy at work / when we don't use muscles regularly, they start to deteriorate / this happens too with skills like playing an instrument or a sport – if you don't play regularly, you feel "out of practice" / the worst thing for a car or piece of equipment is to sit for long periods of time – seals dry out, parts seize, fluids get contaminated / the principle here is that disuse is bad for things, people and skills – you either "use it or lose it" / not working, not practicing or not utilizing what you have is like leaving a good fishing rod and reel in the garage for a long period of time – it will not be in good working order when that big fish (big opportunity) comes around
Double Standard	Having a double standard means you hold a different standard of behavior for others than you do for yourself / imagine being a parent and telling your children not to lie while you cheat on your taxes / imagine a religious leader telling people that all life is

	precious, yet he supports a war / some men feel it is OK to have an affair on their wife, but not the other way around / the double standard is the essential element of hypocrisy, and hypocrisy is the quickest way to lose credibility with other people
Dreams	Your dreams are those things you passionately want to do in your life / your dream could be flying an airplane, acting on stage, owning a nightclub, being a surgeon, driving a racecar, running your own company / the thought of accomplishing your dream motivates you to take consistent action / dreams can involve people, places, things, feelings, experiences and situations / break your big dreams down into manageable goals and build your own stairs to climb / following your dreams is following your bliss / <u>caution</u> : if you are not absolutely honest with yourself about your real dreams – you will condemn yourself to one disappointment after another
Emotions	Humans are driven by emotions in every aspect of their lives / emotions are like weather inside your head – they guide how you see the world / they are based on brain chemistry / positive emotions literally make you “feel” good and negative emotions make you “feel” bad / the content of your thoughts controls your emotions / physical exercise generates positive emotions by releasing endorphins in the brain / examples of positive emotions are feeling loving, happy, satisfied, blissful, confident, determined, ecstatic, optimistic, thoughtful, curious, positive, hopeful, exhilarated, enthusiastic and others / negative emotions die if you cannot justify them / they are not necessary and they reduce the quality of your life / you are being negative if you feel aggressive, arrogant, disappointed, enraged, envious, afraid, indifferent, jealous, regretful, sad, guilty, obstinate, hurt, lonely, doubtful, resentful or mean / the remedy for anger is to let go of the blame / give up blaming others for your situation and your negative emotions will dry up and die / take total responsibility for everything in your life / release the negative emotions that bind you / here are six steps to help you do this 1) leave negative relationships 2) find work that is emotionally rewarding 3) limit your exposure to negative people 4) practice positive self-talk 5) seek outside help when you need it 6) work on changing the only person you can really change - yourself
Empathy	Empathy is seeing things from another’s perspective / imagine yourself in another’s shoes to better understand their viewpoint and their feelings / a classic empathy statement is - “I don’t blame you for feeling as you do - if I were you, I would undoubtedly feel that way also” / genuine empathy breaks down barriers, promotes understanding and lubricates positive relationships / in negotiations, seek to understand what the other party really wants / empathize with their position and listen for ideas
Enthusiasm	Enthusiasm or zeal is a steady feeling of excitement / it’s feeling naturally pumped up about just being alive / your enthusiasm encourages others to believe in you / zeal comes naturally when you are following your bliss / it breeds positive expectations in yourself and others / having a zest or zeal for life makes you fun to be around / enthusiasm makes difficult chores pass quickly and enjoyable tasks even more fun / the only downside to zeal is that it tends to anger negative people – oh well!
Expectations	Positive or negative expectations work equally well / expect the best and that is what you will get - expect to fail and failure is yours / expect the best or worse from other people and seldom are you disappointed / train yourself to expect the best on a daily basis / expectations are your positive thoughts about the future that drive your positive actions, day after day

Fair Play	<p>“Fair play” is adhering to standards of honesty and decency in dealings / it’s playing by the rules / its not kicking someone while they’re down / cheaters take advantage of others who play fair / cheaters portray themselves as fair and honest so they can have wiggle room to cheat behind the scenes / cheaters specialize in manipulating appearances, which is the opposite of fair play / winning “fair and square” is almost a lost art – winning by any means necessary has become the celebrated norm / fair play moves you forward in integrity and avails you to the true joys of life – cheating does not</p>
Faith	<p>Having faith is believing in things unseen / we demonstrate faith all the time in our everyday lives / we have faith the roof won’t fall in, the bridge won’t collapse, the buildings won’t topple / genuine success starts with having faith in yourself - so start here / have faith in yourself, have faith in your capabilities, have faith in your values / have faith in your dreams and others will too / faith can move mountains</p>
Familiarity Breeds Contempt	<p>There is always a thrill when things are new - but over time, things can feel more and more familiar / this can be good, this can be bad / if you don’t really love your partner, familiarity breeds contempt over time / if you don’t enjoy your job, familiarity will breed contempt for your work / if you take your life or your relationship for granted, you will feel contempt and not be happy / take charge to keep things fresh through daily personal growth and effort / get a dream and get busy / see the beauty in the day-to-day and keep on growing in every way</p>
Fear	<p>Fear is a survival instinct that inspires your “fight or flight” response / ingrained fear is the single greatest barrier to achieving success / some fear is normal and can keep you alive / but excessive, ingrained fear is like swimming with handcuffs / riding a bike on a sidewalk is no problem – but riding a bike on a sidewalk that is 200 feet in the air is another story; the only difference is the 200 feet of “what if” / most human fears are imagined and unfounded / imagined fears are learned in the “1st 5” years of childhood through conditional love, inaccurate teachings and/or destructive criticism / “fear not” is one of the most common religious admonitions / a common saying is fear is “false evidence appearing real” / separate real from imagined fears in your life / concentrate on your dreams and let your fears fall away / the best remedy for fear is to practice, be prepared and believe in yourself / fear is perfectly natural - so feel it, imagine the worst thing that could happen, then put it out of your mind and move forward / the book <i>Feel the Fear and Do It Anyway</i> by Susan Jeffers, Ph.D. is an excellent read on this topic</p>
Flow	<p>The “flow” is experiencing a smooth succession of successful events / you can be in the flow with any activity / achieving “flow” takes a combination of practiced skill and letting yourself go / don’t over think things - just let your body do it / look where you need to go then <u>watch the ball</u> – your body will do the rest / there is a flow to your life / when you are on your genuine life’s mission, you will find a flow where things just seem to move in the right direction and opportunities appear in perfect timing / if your life is a succession of non-flowing events, there is a message here / flowing with your life’s purpose is easy – fighting with it is not</p>
Forgiveness	<p>Some people grow up in very positive settings and some people grow up in negative environments that can leave a residue / people can store perceived wrongs done to them for a lifetime – but there is a cost / holding on to blame or pain only holds <u>you</u> back / the only solution is to forgive it all, in total / the best definition of forgiveness that I ever heard was, “Forgiveness is giving up the hope that the past could have been any different” / try it – it works</p>

Fun	Having fun is a high point of life / fun is doing activities you enjoy / fun happens when your senses get thrilled / spontaneous events can be the most fun / sharing fun with others builds relationships / fun is the original version of fond memories / your life is supposed to have fun in it / if yours does not, figure out why not and make the needed changes / life's way too short for having no fun
Giving	The primary source of joy in life is giving / giving of your time, your money, your knowledge or your friendship to help others brings you happiness / one major reward of genuine success is being able to help others more / the heart of satisfaction is giving yourself to a worthy cause / it's the giving that makes you who you are / satisfaction comes from giving yourself to the good of others / you don't get to feel really happy by being a selfish person / blessings are meant to be shared and real joy is a two-way street
Glancing Blow	A "glancing blow" is when one object hits another object at some angle other than head on / in driver's education, teachers say if you must hit a car coming at you, avoid a head-on collision and go for a glancing blow / this is because, in a head-on collision, all of the energy gets reflected and focused directly back on you / imagine pushing a loaded wheelbarrow towards a small curb – if you go straight into the curb, the wheel will stop in place and a shock wave will jolt your arms / if, instead, you hit the curb at a slight angle (a glancing blow) the wheel will smoothly jump the curb and you will continue on your way / any skateboarder will tell you to hit the seams in the sidewalk at a slight angle, instead of head-on, for exactly the same reason / learn the value of a glancing blow, both as a physical technique, and as a way to smooth confrontations with other people / hit things at a bit of an angle and keep your momentum moving forward
Goals	Goals are accomplishments you intend to complete / goals must be congruent with one another / goals must be aligned with your deepest held values / they must represent your genuine desire(s) / you must believe your goals can be accomplished / write them down on paper, in vivid detail, and put a date on them / clarity, in your goals, is power / work back from big goals to smaller goals and put them in proper sequence / you can't build the roof of the house first - you must start with the foundation and build up from there / identify what you must know to accomplish your goal(s) / figure out how you will acquire that knowledge / identify the individuals, groups and organizations that can help you / do not give up - worthy goals take time / different types of goals include family, personal, career, health, business, self-improvement, financial and others / see yourself accomplishing your goals with crystal clear mental images / goals allow you to make course corrections along the way like an airliner making adjustments throughout the flight / state goals in the positive / for example, set a goal to "become a non-smoker" instead of "to quit smoking" / the human mind seizes on the positive / goals give your conscious and subconscious minds a map of where you want to go in your life so they can work together to get you there
Golden Rule	Do unto others as you would have them do unto you / in other words, treat others like you would like to be treated / if all of the world's political, business and religious leaders suddenly started actually following this philosophy, it would instantly bring about world peace / the "golden rule" always tells you the "right thing to do" / to follow the rule, you must be mindful and honest about how your actions affect others / the golden rule is the most powerful and beneficial moral principle there is / the opposite of the golden rule is to "do <u>one</u> to others, before they can do <u>one</u> to you" / hummm? / or the famous saying, "those with the gold, rule" / you'll see which of the golden rules you believe in by looking at your own actions because actions always speak louder than words

Gratitude & Happiness	Happiness dwells in a sense of gratitude / it's realizing and appreciating just how lucky you really are / most people on planet earth are extremely poor / America is filled with resources and opportunities / you have security / you have discretionary time and income / the average American life is more advantaged than kings of days past with indoor plumbing, healthy food, huge entertainment variety, quality shelter, cars, good medical care, quick access to goods and more / concentrate on your abundance / happiness is wanting what you have / we are each responsible for our own happiness
Group Decisions	Group decisions tend to be better than individual decisions / different points of view and perspectives add breadth and depth to the discussion / the combined experience of the group can be applied to the challenge / more ideas can be generated by multiple people / pitfalls are more easily avoided / no one person knows everything – groups get far closer / our justice system is centered on “trial by jury” which is a perfect example of the increased wisdom of group decisions over individual decisions
Guilt	Negative guilt is feeling culpable for imagined offenses / it's assuming events or situations occurred due to your inadequacies / it inspires self-reproach and feelings of unworthiness / negative guilt is assigned by yourself, or others, and will stay on your back until you refuse to carry it / examples of negative guilt being assigned are: “you are a born sinner” – “it's your fault I am unhappy” – “if you were a better kid, dad would have loved you” - “sex is dirty”– “touching yourself is a sin” – “you'll never be good enough” / the antidote to guilt is letting it go and reclaiming your power / guilt and regret are worthless emotions because they only serve to hold you back / decide for yourself what is true, in your own life, and lose the guilt / positive guilt comes into play because humans are wired to feel sad if our actions cause harm to other people or their property / this type of guilt inspires us to take action to fix a problem or problems we may have caused / after you have set things right again, your genuine peace of mind is naturally restored / guilt is an emotion that is best resolved and released
Habit	A habit is an activity that you do automatically / a negative habit is an activity you do automatically that is harmful or irritating to yourself or others / smoking, biting your nails, losing your temper or abusing people are examples of negative habits / exercising, eating right, being nice to people, keeping a clean house are examples of positive habits / habits take about three weeks to change or establish / if you can stop a negative habit for 3 weeks, it can be gone forever / if you keep up with something for three weeks, it can become a newly formed positive habit from here on out
Hands-on	Every skill is best learned with “hands-on” experience / understand the theory and then try it for yourself / surgeons learn theory, practice on cadavers, observe other surgeons, and then get hands-on experience / every time you do a task, you get better at it / hands-on experience is like sugar – you can read about the taste all you want but the only way to understand sugar is to taste it for yourself / there are skills and nuances to every activity and hands-on experience is the only way to really learn them
Honing	Honing is what you do to a knife to make it as sharp as possible / in motivational terms, honing is continuing to refine and improve a skill, ability or product / for example, it takes years of practice to learn to play an instrument well, to dance professionally or to do gymnastics / the basic skills must be honed to perfection through continued practice / no matter what you are doing with your life, realize that every day is a chance to hone your abilities and continue to improve / writing well enough to be a best-selling author takes a vast amount of practice – you must hone your writing to a professional level / if

	you were building a wood table, you would want to sand it several times with increasingly finer grades of sandpaper to hone the surface to a perfect smoothness / honing is about finishing the job to the best of your ability – keep honing until your best work has come through
Hope	Hope is an extraordinarily motivating force / it is the expectation of improvement in one's situation / hope is positive expectation felt inside and expressed to the world / hope keeps people trying / when you give up hope, the game of life is over
Housekeeping	Maintain order and cleanliness in your house, car, equipment and other belongings / things last longer if they are maintained / order in your living and work spaces saves you time and money / it makes a better impression on others / it feels better to work in clean surroundings / you get more done without stopping to look for things / you will notice problems while they are still small / you can see when things are missing before you need them / routine housekeeping is an investment in your success
Imagination	Your imagination is the power of your mind to take you anywhere you want to go / when you imagine what is to be, in vivid detail, you can bring it into reality / imagine the end of your journey, and then begin it / everything in life is constructed twice, first in mind (your imagination), and then in actuality / the power to imagine is the power to create / give yourself the permission to dream big / try out ideas in your head first / imagination is free and can generate vast wealth / every invention, song, movie, play, painting, skateboard trick and other creative gem was once a figment in someone's imagination / if you can see it, you can be it / like one of my lyrics says, "Imagine anything, that you would want to be - it can be anything for thought is always free"
Individualism vs. Collaboration	Nothing great is ever accomplished totally alone - there are always people behind the scenes / there is always collaboration with others at some level / be willing to make the individual effort and ask for the help of others when that time comes / genuine success takes a balance between individual effort and collaboration / always give credit where credit is due / be a leader who can also work well with others / don't achieve your success at the expense of others, but with the help of others / always bring others along with you because success is so much better when it is shared
Initiative	Taking the initiative is doing work willingly - without having to be urged or asked / it's seeing a situation and "taking care of it" / you are a guest at a friend's house – help clean up, do the laundry, cook - make life easier for your host / taking initiative is being a grateful human being / genuine initiative makes you a welcomed guest / it makes you a good friend / you bring back the borrowed tool right away / you leave your apartments cleaner than you found them / you pick up the piece of trash / you get the work done first, before you play / the rule is simple – see the work (recognize what needs to happen) and get it done / take the initiative to make the right things happen
Inner voice	Your "inner voice" or "intuition" is your guidance and wisdom from within / it's powered by your subconscious and it's connected to every feeling and event you have ever experienced / your intuition can speak in words, feelings, images and/or revealed ideas (thoughts) / this small voice within you is always there - but you must pay attention to perceive it / it's your "gut feeling" / it's your personal connection to universal intelligence / listening to your inner voice is having faith in yourself / it taps the essence of your being and your humanity to give you clear direction / being greedy or needy tends to muddy your intuition / your intuition is <u>always</u> right / value yourself and "trust your gut" / don't let others tell you what to think - go within to think for yourself

	/ every big mistake I've ever made began with ignoring my intuition
Integrity	Having integrity means you don't change your values based on the circumstances / the mathematician and inventor Buckminster Fuller suggested to imagine a loose, simple knot being moved down a rope made from nylon, then cotton and then jute - the knot keeps its integrity (its form) even though its material changes / as a human being, having integrity is staying true to your humanity / personal integrity is doing "what is right" in every situation / integrity is not benefiting yourself through bringing harm to others / integrity is at the heart of all that is good in life / integrity is follow through, truthfulness, honesty, caring and genuine concern for the well-being of others / small compromises to your integrity can be a "gateway drug" to becoming a selfish, unhappy human being / as Buckminster Fuller said, "integrity is the essence"
Intentions	Reading other people's intentions is an important survival instinct / discern whether others mean you harm or help / pay attention to what people do – not to what they say they do / the intention of others often has a history - dare to take a look / part of achieving genuine success is keeping your eyes wide open as to the real intention of others / learn to recognize potential problems / feigning good intentions is the primary tool of unscrupulous people
Jargon	Every occupation has its own language of special words / knowing or not knowing the "jargon" is an indication of your competence in a given field / people working in specific processes develop words, acronyms and nicknames to make communication more efficient / for example, in the medical field, hypodermic needles are called "sharps" / in the Navy, a "boomer" is a nuclear missile submarine / in carpentry, a "stud" is a 2"x4" (two by four) board / in rock music a "harp" is a harmonica / in photography "grip and grins" are staged shots of people shaking hands and smiling / there is jargon used in every field and in every business / part of learning a field or business is learning the jargon
Judgment	Using good judgment is using your experience, knowledge and intuition to evaluate a situation and make a sound decision / your judgment is your ability to discern positive and negative choices / good judgment learns from mistakes and experience / it pays attention to details and anticipates situations / most importantly, good judgment pays attention to your gut feeling
L's	The four L's of life are living, loving, learning and laughing - they are their own reward / the quality of your life can be defined by how much time you spend in each of these areas / live life to the fullest, love yourself and others, learn from others and from your own experience and laugh often
Lag time	Lag time is the time delay inherent in the diffusion of innovations, inventions or ideas / for example, printing on T-shirts was a brand new innovation in the 1950's and has since spread worldwide / indoor plumbing was a rare luxury at one time and now it is standard equipment in houses / lag time means business opportunities / recognize emerging trends and get in front of them / maybe you see something in your travels that people could use back home? / look up various inventions and see how they eventually diffused throughout society / cars, electric lights, washing machines, computers, VCRs, microwaves, telephones, cell phones, Yahoo and thousands upon thousands of other things / recognize the emerging trends and find the opportunities in the "lag time" as these trends diffuse into the marketplace / what is a standard product in one place, may be a new product somewhere else

Lateral Thinking	In American football, a lateral is throwing the ball sideways / “lateral thinking” is going outside self-imposed thought boundaries, to find new and better solutions / a classic example is the kid suggesting that the air be let out of the tires of the truck stuck underneath an underpass / the workmen wanted to pull the truck out with brute force / the kid’s “lateral solution” was elegantly simple, more effective and more beneficial to all concerned / step back and look at your situation from a different angle / listen to your intuition / follow inclinations to their natural conclusions / you do not always know the best way to do things / be prepared to learn from others / see elegant alternative solutions by looking at problems from a new perspective
Leadership	Leadership is inspiring the cooperation of others and promoting their coordinated action / leadership can be negative or positive / Hitler was an extremely effective leader, but he led people to do hideous things / positive leadership is bringing out the best in other people – not their worst / genuine leaders guide by example and follow their own advice / they take responsibility for what they do / they don’t pass blame onto others / they don’t rely on plausible deniability, clever public relations or scapegoats to cover their tracks / genuine leaders operate on clear principles and are masters of vision and judgment / positive leadership is participating in the greatness of others by aligning their best effort towards a worthy cause in a spirit of cooperation
Learning Modalities (Style)	The three basic learning modalities that people use are audio (learning by hearing), visual (learning by seeing) or kinesthetic (learning by doing) / people generally have a preference / “audio” means hearing information (audiotapes, lectures, radio) / “visual” means seeing information (books, written instructions, TV, video, live demonstration) / “kinesthetic” means information is transferred through “hands-on” experience via touching (using actual equipment, simulators, mock-ups, virtual reality) / there are advantages and disadvantages to each learning style including costs and production complexity / the most effective training usually combines all learning strategies in a systematic manner - like teaching ground school, using books and lectures, before taking students up to actually fly / know how you learn best and know that others may have different learning modalities (styles) that work best for them (See, “The Learning Curve,” at http://library.thinkquest.org/C005704/content_hwl_learningmodalities.php3)
Life ₀₁ - Yours	Your life is what happens to you between the moment you come into this world and the moment you leave / you are the sole proprietor of the content and character of your own life / live it in such a way that you can enjoy it over and over again in your memories / you are the only one who has to live with what you did or did not do in your life / becoming wise about life at a young age gives you more time to enjoy what really matters / your life is ten interconnected lives happening at the same time - your personal life, sex life, love life, family life, mental life, spiritual life, physical life, social life, work life and financial life
Life ₀₂ - Personal	Your personal life has to do with the quality and character of your relationship with yourself / this relationship is played out through your inner thoughts, your self talk, your responses to situations and your relationships with other people / genuinely liking yourself is central to a happy life / you must practice being your own best friend / stay connected to your feelings and make your actions express the best person that you can be / you must like and love yourself before anyone else can

- Life₀₃ - Sex
 One of the primary instinctual drives of a human being is to have sex / it's essential to reproduction, it's very pleasurable, it's a major motivator and it's as natural as breathing air / sexual desire is not a choice in human beings / neither is sexual orientation / what happens between two consenting adults is their business as long as they are not doing it in public / sexually satisfying yourself is perfectly normal and the safest form of sex there is / any musician will tell you, it is much more rewarding making music with someone who knows their own instrument / casual sex can have serious repercussions including unwanted pregnancy, disease and unintended emotional attachments / it warrants your utmost judgment, consideration and precautions / sex reaches another level when there is a strong emotional bond / this is when a sex life becomes a love life
- Life₀₄ - Love
 The ideal love life is one where love, lust, admiration and respect all meld together to form an intense physical and emotional bond with an exclusive partner / few activities compare to sharing thrilling sex with a person you passionately love and who passionately loves you back / when you really love someone, you like the way they are, you keep their best interests at heart, you protect them from harm and you seek to inspire them / when someone loves you, they want to bring you pleasure, they are honest and trusting and they are nice too / you can never love and respect another more than you love and respect yourself / to find true love you must first become the love you want to find in another, and then not settle for anything less in return
- Life₀₅ - Family
 None of us had a choice regarding the family we were born into - some circumstances are better than others / no one single family structure is guaranteed to produce happy people / quality family relationships are based on emotional openness, mutual respect, attentive listening, acceptance, positive interaction and the willingness to overlook minor irritations / if you are fortunate enough to have a loving and supportive family - spend time with them and enjoy the relationships / if your family situation is not a constructive one - limit your exposure and make your friends your family / remember, the only family member you can fix is you
- Life₀₆ - Spiritual
 There are over 20,000 versions of Christianity and multiple sects of all other world religions / there is no single "right" religious tradition / claiming this to be true is a highly unspiritual act / the spiritually awakened human being sees various religious traditions as spokes on the same wheel - paths to the same ultimate understanding / we are all part of something larger than ourselves and connected to one another / spirituality is about what you actually do / spirituality is following the golden rule because it feels right / it's treating others like the spiritual beings they are / Christianity is supposed to be about love, acceptance, truth, forgiveness and peace which are all highly spiritual attributes / other religions have similar positive values / these values only mean something through actions, not words / a happy spiritual life means you think about how you treat others and how you are in the world / are you a giver, a taker, a friend, a user, a talker, a doer, an honest person or a liar? / quoting a religious book does not make you a spiritual person / fearing God does not make you a spiritual person / not believing in God does not make you a non-spiritual person / being a genuinely spiritual human being simply means you follow the golden rule when people are watching - and when they are not / it means you honor and respect the human and living spirit within yourself, and others, at all times
- Life₀₇ - Mental
 Most people use only a small percentage of their brainpower / using your mind becomes a habit that feeds on itself / read, listen, learn, wonder and explore on a daily basis / your mind thrives on abundant thought, imagination, self-education, curiosity and

Life₀₈ - Physical

truth seeking / a happy mental life is a matter of practice and exerting effort / if you do not think for yourself, there are others who will be glad to do it for you / the opposite of intelligence is blind obedience / make up your own mind – don't let others make it for you

Your body is the greatest instrument you will ever have / it is the vehicle of your ideas, dreams and intentions / it is the sensor of amazing earthly joys and pleasures / take excellent care of your body and use it everyday / disuse is its greatest danger / eat quality food, drink plenty of water, take quality vitamins, exercise regularly and pay attention to any changes / precautions prevent injuries / wear gloves / wear seatbelts / lift heavy objects using your knees / wear eye protection / wear a helmet / wear shoes / pay attention / look out for safety hazards / know where the power lines are / turn off breakers / listen to your intuition for warnings / the well-being of your physical body is well worth the extra time it takes to really be careful

Life₀₉ - Social

There is a social side to every occupation / the most advantageous connections you will ever make will likely be through social encounters / practice and learn social graces / first impressions do matter / the hand shake is firm and friendly, not limp, not arm wrestling / learn to sense when to shake hands, when to kiss a cheek, when to hug / look people directly in the eye – you will look insincere if you look away / pay attention and remember people's names when you are introduced / make a rhyme, make a thought association, do whatever you have to, but remember their name / use their name in conversation when appropriate / be sure you are well-groomed / don't find the huge pimple after the fact / learn to dance / learn to converse / "so, what do you do?" is one of the most popular questions – know your answer / pay attention to other people when they are talking to you / attentive listening is key - you will learn more and others will appreciate you / learn how to make basic drinks / always wash your hands when you should / watch those zippers, half tucked shirts, food stains / eat with your mouth closed / don't talk when you should be chewing / take notice of the details of the room and the people around you / make your compliments sincere and thoughtful / send *Thank You* notes when appropriate / quality business cards and a decent pen are smart to have on hand / follow through with RSVPs / if you are to bring food – make sure it is the best you can do / smile and be prepared to make good conversation / ask others what their interests are / don't hog conversation / be wary of talking too much or giving too much information / ask others about their lives and then pay attention

Life₁₀ - Work

Work is where you will spend the bulk of your quality time each day / the key to a quality work life is to put your ladder against the right wall, before you start to climb / starting salaries are not as important as the right opportunity / there is no "good life" if you hate your job / hard work alone is not the answer or ditch diggers would be rich / it's hard work centered on your true ambition and calling / following your calling is easier when you are young / follow your dreams, the pay will follow / the goal is to feel satisfaction on a daily basis and feel a sense of purpose / learn a valuable skill(s) / things are easier if you specialize / no big rewards without risks / work every job like the world is watching / make notes of things you do and things that happen / use a planner / get checked out on the office equipment / never e-mail something that you would not stand up and say in a meeting / keep confidential information confidential - you won't get a second chance / sometimes you have to work jobs you dislike – do them cheerfully / stay out of office gossip and don't believe everything you hear / keep your workplace organized so that you can find what you need when you need it / the best jobs will come from people you know / great opportunities often require taking a

	chance / you must be the first to take a chance on you – then others will too / you deserve to do work you enjoy
Life II - Financial	Money is a tool to get things done in life / integrity-based people love people and use money, not the other way around / we all need a certain amount of money for our basic needs and desires / enjoy what you do for work so you won't spend all of your money trying to forget about your job / live within your means / credit cards are not free money / interest adds up fast, so use cash or pay your card off every month / buy the highest quality products you can so they last longer and work better / pay yourself first because it takes money to make money / keep the material world in perspective / "keeping up with the Joneses" does not bring happiness / using other people's money is often necessary, but always pay it back / your credit history is your word / money is not wealth / wealth is the forest that keeps generating money if it is managed and respected / a "clear cut" generates instant cash, but the wealth is destroyed / money is like water, it works best when it flows / you need enough money to not worry about money / money gives you options and presents opportunities - but to quote The Beatles, "money can't buy you love"
Listening	You never learn anything by talking - listen to others with focus and an open mind / repeat things to get clarification / listen to how people's names are pronounced / listening builds relationships faster / it prevents embarrassing misunderstandings / it saves you from wasting time / it makes you smarter and it gives off a great first impression / take the time to listen attentively
Locus of Control	Your "locus of control" is the degree of control you feel over your own life / many people choose to start a business so they can control their own lives / when you work for someone else, they naturally exert certain controls over your behavior / the fear of being fired is very powerful / people have power over you if they can adjust your actions to their desires / power comes in different forms / the locus of control in your life centers on your source of income / being independently successful means you hold the purse strings of your life and have control over your own activities
Long Term	Genuine success is the result of continued effort over the long term / it is not a quick sprint, but systematic, step-by-step advances that make big dreams come true / it's about delaying gratification and being willing to do without today, for a better tomorrow / things that come instantly do not really satisfy / take the long view and know you can do anything you "long" to do
Love	The most powerful force on the planet is love / love is the genuine concern for the well-being of another / it's the passionate embrace of sweethearts / it's the power behind great teamwork / it's the drive behind inventions and discoveries / love is the smile between friends / the helping hand to a child / the outpouring of money when natural disaster strikes / love wants people to get along / love has a sense of humor and love is a basic need of the human spirit / love is an "action" word / love supports the success of another and does not judge others / when you love someone, you take time to be with them / love is sharing in truth and being willing to learn and grow / true love is always a two-way street / genuinely loving another begins with loving yourself first
Manners	Manners really matter / they show respect for others / they elicit warm responses / they will get you asked back / they foster positive relationships / they demonstrate compassion and caring / manners precipitate more opportunities, more fun and more enjoyment out of life / the most important phrases of all are "please" and "thank you"

Mind	Your <u>conscious</u> mind will always make a yes or no decision - it is the part of your brain that “thinks” and makes choices / everything your conscious mind says, your subconscious mind accepts as fact / when you are conscious you are continuously evaluating sensory input to scan for danger or threats / your conscious mind can only hold one thought at a time / your <u>subconscious</u> mind records every thought and experience you have ever had / it acts according to your views about yourself / it provides automated responses to situations / whatever you hold in your conscious mind is acted on by your subconscious mind / your subconscious makes your words and actions 100% consistent with your self concept, for better or worse
Mind & Body Connection	How is it that an acupuncture needle in your foot can cure a headache? / your whole body is connected / your mind is wired to all of your senses and nerves / your “belief” is the active ingredient in a placebo / your thoughts can affect your health / your body plays out what your subconscious mind harbors / positive attitude + positive expectations = a great performance / your mind can help heal your body / bodily functions are “automatic” but can be consciously manipulated / there is a continuous and integral connection between your mind and your body / health in one stimulates health in the other
Mission	The first step to genuine success is to define your mission in life / your mission is your reason to be here / to help determine your mission, answer these open-ended questions / if you had all the resources you needed - what would you do with your life? / if a genie could instantly transform you into any situation, what would you direct the genie to do? / in one minute, write down the three most important goals in your life / imagine you were going to live a year in great health and then instantly drop dead – what would you do if your time were running out? / what have you always wanted to do but been too afraid to try? / what activities in your life give you the greatest satisfaction? / if there were no possible way for you to fail, what would you want to accomplish? / define your mission and write it down / keep refining it until it reflects exactly who you are and then get yourself going / if you don’t know where you want to end up – no road is the right road
Mistakes	Mistakes are great moments because they inspire learning and they are essential to success / good mistakes are the ones you learn from - bad mistakes are the ones done with malice, ones repeated or ones resulting from sloppiness or lack of effort / don’t yell at yourself over mistakes / instead, be grateful for the opportunity to learn, get the lesson and move on / the road to success is paved with “learned from” mistakes
Mixed Blessing	A “mixed blessing” is something that is advantageous but that can also have a potential downside or negative aspect / being born to a wealthy family can give you many innate advantages - it can also make you spoiled, lazy, ungrateful and/or unhappy / being attractive can open many doors but it can also bring lots of unwanted attention and make others jealous / sharing the rent with several roommates can get you into a really nice house, but it can also get you into an unbearable living situation / being famous can bring you lots of fun, excitement and money, but you can also lose your privacy and never know who your real friends are / understanding that some blessings are mixed blessings will help you make better choices and perceive situations more completely
Modeling	The fastest way to learn a skill is to watch and imitate (model) someone else who is has that skill / watch what they do and how they do it / pay attention, think about what you are seeing and ask good questions / take notes / be observant / try things out on your

	own / get clarification when needed / model both the physical and mental aspects of high performers / always remember no skill is learned instantly, everything takes practice / the more you practice the faster you will master the skill
Motivation	The two primary motivating forces in the world are fear and desire / <u>fear</u> motivation moves you <u>away</u> from harm and suffering - <u>desire</u> motivation moves you <u>toward</u> pleasure and rewards / most people on earth are living in fear of their own survival on a daily basis / the lucky ones, like you and me, have a choice in our lives / you actually have the opportunity to move toward your desires / honor this extraordinary privilege by pursuing your dreams and letting go of your petty fears / keep your life situation in perspective / you are blessed with the opportunity to pursue genuine success while helping others do the same / all human actions are driven by motivations which are based on beliefs / if you want to understand what somebody does, understand what they believe / start with yourself / if you honestly believe in helping others and you honestly believe in your own abilities, absolute joy and paradise can be yours / there is no greater pleasure than having a positive effect on others / let this remain at the heart of your motivation and at the root of every action you take / make it a habit to move toward your dreams – not away from your fears
Now	“Now” is the only time you have any control over / yesterday is gone - tomorrow is tomorrow / focus on the now and live in the present moment / focus on what you are doing and do it right the first time / concentrate your energy in the only time period that you can actually affect - right now! / be in the now – live in the now – remain in the now – work in the now (See Eckhart Tolle, <i>The Power of Now</i> , Novato, CA: New World Library, 1999)
Nutrition	Dr. Joel Wallach, BS, DVM, ND (nominated for a Nobel Peace Prize for his work in nutrition) led a study in the 1980's in which he performed nearly 14,000 autopsies on animals and humans / Dr. Wallach determined that there are eighty nutrients that every human body needs on a daily basis to support the longest, healthiest life possible / further, he contends that nearly all human deaths and ailments are due ultimately to vitamin and/or nutrient deficiencies / the soil in the U.S. has largely been depleted of its minerals and nutrients / petroleum-based fertilizers help crops to grow but do not replace these lost nutrients / high quality vitamins, that your body actually absorbs, will help improve your level of health / the average life expectancy of a man in the U.S. is 76 - the average life expectancy for a doctor is 58 / one primary reason for this is that most doctors do not take vitamins and nutrition is not taught in American medical schools / a common belief among doctors is that vitamins provide no benefits – they just give people expensive urine / Dr. Wallach says expensive urine is really cheap insurance for maintaining peak human health (Source: Dr. Joel D. Wallach, Dr. Ma Lan, <i>Dead Doctors Don't Lie</i> , Cassette Franklin, TN: Legacy Communications Group, 1999) Dr. Wallach is in the business of educating the public and selling mineral and vitamin supplements. See http://www.deaddoctors.com and check out his research and experience)
Organization	Organization in your life saves time and aggravation / set up and maintain organized systems - they are an investment in yourself / problems show up faster against organized backgrounds / use a daily planner / make lists / reduce or make use of your drive time / buy things before you run out / store things so you can see when you're running low / write things down <u>neatly</u> / keep up with your chores / double check dates in advance / keep tools where you need them / look up directions ahead of time / organizational projects always make things look worse before they get better - don't

	start projects that you are not prepared to finish / if you don't get to the organizing, you'll forever be wasting time looking for stuff / now where are those keys?
Paradigm	A paradigm is an underlying belief system that affects perceptions and actions / people with a paradigm of prejudice believe that they are genetically superior to others / people with a paradigm of greed believe there is not enough to go around / a "paradigm shift" is a change in fundamental beliefs that modifies people's perceptions and actions / major "paradigm shifts" in American society are how women got the right to vote, how child labor was ended and how slavery was abolished / imagine buying a ceramic bowl at a garage sale, using it everyday for years and then finding out it was from the Ming Dynasty and worth millions / that moment of discovery would represent an instantaneous paradigm shift and totally change your attitude and actions toward that bowl! / hopefully, all people will soon see the earth in the same way and fully realize its extreme preciousness and act accordingly
Peace of Mind	According to Abraham Lincoln, peace of mind is the "greatest aid to a good night's sleep" / it's having complete sense of well-being / it's the knowledge that you have done your best by all concerned / your conscience is clear / maintaining peace of mind is staying connected to your humanity, listening to your intuition and doing what you know is right in your heart
People Types	There are three general types of people in the world as described in this exaggerated example / imagine cabin decompression has occurred on an airliner and the oxygen masks have deployed from the overhead / one type of person puts a mask on their own face first and then snips the hoses to everyone else's mask to eliminate the competition – they are self-centered / the second type forgets to put their own mask on, helps everyone else around them and suffocates themselves in the process – they are co-dependent / the third type puts their own mask on first and then seeks to help out others – they are well balanced / it is legitimate and right to pursue your own genuine health, well-being and success first - then you will have the stability, inspiration and resources to help others much more
Performance	Your best performance comes when you don't "over think" your actions / visualize what you want to happen and then let your body do it / your mind's job is to assign tasks and expect success - your body's job is to do it / if you keep your eye on the ball, your body will do the rest / frequent practice increases your "muscle memory" making your movements precise, smooth and automatic / great performance requires practice, keeping your eye on the ball and the mental trust to let yourself go
Personal Power	Your personal power is your inborn ability to motivate yourself and others / it grows from your combined skills, integrity and ambition / personal power is maximized when you hone your talent(s), operate with integrity and clearly define your mission in life / personal power is magnetic and tends to attract people who can help you / your personal power is already within you and needs only your recognition and effort to make it the leading force in your life / personal power propels your success and brings others along with you
Plan	A plan is your intended step-by-step course of action / it allows you to look ahead and anticipate challenges / even the best laid plans are often just a point of departure / unexpected stuff always happens - but with a plan, you can quickly get back on track / a plan allows you to communicate your intentions to others / a plan allows you to track your progress / entrepreneurs use business plans to obtain start-up capital / as it has

	been said many times before, “failing to plan, is planning to fail”
Point of View	Your “point of view” is the position or circumstance from which you view the world / if you are born into wealthy family you will see the world differently than if you were born into poverty / if you grew up in the country you’ll think differently from someone who grew up in New York City / if you are from the West Coast, the East Coast, the Midwest or the South you will likely have slightly different points of view on certain issues / your point of view is based on your developed system of specific beliefs / if you want to understand someone’s position on a matter, try to see it from their point of view / identify the belief(s) behind their position and you will really understand where they are coming from
Precedent	When things are done for the first time, a “precedent” is set / the four-minute mile was an “impossible” barrier before Roger Bannister broke it on May 6, 1954 / that same year, several others did it because a precedent had been set / the previously “impossible” goal was now “possible” / precedents break down psychological barriers to performance / precedents are also set in legal cases that affect how other cases are ruled / precedents indicate change / watch for them / better yet, set one!
Prosperity	Genuine prosperity comes from earning income doing work you honestly enjoy / when you are earning genuine prosperity, money comes as a byproduct of helping others / genuine prosperity means having health, time, friends and peace of mind, plus enough money to not have to worry about money / genuine prosperity is success from the inside out and it’s a main road to genuine happiness
R’s	The 3 R’s are: respect for self, respect for others, and responsibility for your actions (Dalai Lama 2000)
Reading	When you read, you are inside the mind of another / the text give the words - your mind paints the pictures / reading makes you a part of the story / it’s information and entertainment without commercials / you can “read over” to enhance your clarity and understanding / Dr. Carl Sagan says in his class work, Cosmos,” that the average person can only read a maximum of 2000 books in a lifetime – so choose yours carefully (by my calculations this is reading an average of a book a week for 39 years) / most of what is published is true, but not everything / use your common sense to think about what you are reading for yourself
Reciprocity	We get back in life what we give away to others / life is a reflective process / don’t do things for others expecting a return - do them because it is the right thing to do / bad things do happen to good people, so there is no insurance derived from doing good deeds - but the feeling you get is its own reward / your intentions bring experiences into your life / some people give more than others / reciprocity can also apply to “you scratch my back and I’ll scratch yours” arrangements / this is called “quid pro quo” or “something for something” / like many things in life, reciprocity has more than one meaning / just remember, when it comes to positive feelings you can only get back what you freely give away
Relationships	A great relationship is a central desire for most people / life can be amazingly pleasurable and meaningful between two people who are best friends, ideal companions and passionate lovers / the first step to having a great relationship with another is to have a great relationship with yourself / if you do not love yourself deep down, no one else will either / a great relationship takes two people who are loving, kind, tolerant,

	<p>trusting, passionate, encouraging and above all, nice to one another / be ever mindful of your words – you cannot take them back / the more you care, the more intense feelings can get / never enter a relationship looking for approval - be authentic with your feelings and listen to your intuition / lasting relationships are built on interdependence with two independent people coming together for mutual advantage / be the kind of love you want to find in another and don't settle for anything less in return / if your relationship is less than true love for you, be honest with your partner / we are all at our best at the onset of a relationship, but then we all relax and become "ourselves" / it's easy to confuse lust with love, but eventually you have to talk to each other / a relationship is supposed to be an improvement over being alone / true lasting love is born of intelligence and mental stimulation above all else / know your deal breakers – smoking, unfaithfulness, lying, addiction, etc. / never expect to "change" your partner – the only person you can change is you / never base the future of your relationship on someone else changing - you will be disappointed every time / as a general rule, the less you look for the successful relationship, the more likely it will come to you</p>
Release	<p>We all must let things go as a normal part of life / we take in food and eliminate our body wastes / we breathe in oxygen and respire carbon dioxide / we generate trash that we must throw away / get in the habit of holding on to what you need and releasing that which no longer serves you / if you try to hang on to everything, you'll have no room to grow / keep it moving – things you release can greatly help others</p>
Resistance	<p>Nothing great is ever accomplished without resistance / if there were no friction, no one could walk or drive / every tool requires some kind of resistance to function properly / every sport requires resistance to be played / it's smart to reduce resistance but unwise to eliminate it / the benefit to electricity comes from resistance / obstacles or resistance in life help you grow and move forward / muscles grow through resistance / societies are changed through resistance / try not to resist the benefits of resistance</p>
Responsibility	<p>When I was young, a friend of the family's was the commanding officer of an aircraft carrier operating in San Francisco Bay / the ship hit bottom which caused damage to the hull / this event ruined the career of this man because he was responsible for everything that happened to that ship / it would not have mattered if he was asleep in his bunk when the ship hit; he was responsible because he was the captain / taking responsibility for your life and your actions is a key sign of maturity and leadership / conversely, evading responsibility and laying blame on others is a clear sign of immaturity and lack of leadership / the mantra of the "responsibility evader" is, "it's not my fault" / as my driving instructor once told me, even if you are hit from behind, the accident is your fault because you chose to go driving that day / the secret to living an integrity-based life is taking responsibility for yourself, your actions and the well-being of others / go beyond laying blame or ignoring your part in events – step up to the plate and take responsibility / this is the only way you will learn from mistakes and learn to pay close attention to what is happening around you / take total responsibility for your life (your ship) and build the foundation of genuine, integrity-based success</p>
Rich	<p>The dollar amount considered "rich" will vary widely among people / take an extremely low "rich" as one million dollars - most jobs will not get you there / working a job, you are trading your hours for dollars / \$10/hr is about \$20,000/yr - \$20/hr is about \$40,000 yr - \$50/hr is about \$100,000/yr / at \$100,000/yr you would earn more than 95% of Americans but it would still take 10 years to earn a million dollars (before taxes) / if you spent half your salary on house payments, car payments, food, insurance, taxes,</p>

	<p>utilities, entertainment and other bills – your million dollars is still 20+ years away / the way to get rich is either to make far more than \$50/hr for your time and/or to follow the golden rule of wealth building / that rule is “make once – sell many” / manufacturers design things once and sell millions of copies / authors write their book once and sell millions of copies / movies, prescription drugs, hit songs, furniture, patented processes, copyrights and trademarks are all examples of the principle / the richest man on the planet makes software that is installed on nearly every personal computer made / make once – sell many / think of the services you can offer to earn much more than \$50/hr / then think of applying your talents toward something you can make once and sell many / along with learning to save and invest, these are the strategies that will make you financially secure (see Robert G. Allen’s <i>Multiple Streams of Income</i> for more complete coverage of this topic)</p>
Scarcity vs. Plenty	<p>Scarcity and plenty are two distinct views of the world / the “scarcity” view is there is not enough to go around so I must get mine before you get yours / “plenty” is the philosophy that there is plenty to go around – it is just a matter of distribution and will / “scarcity” wants wealth restricted to the “few” - “plenty” wants wealth to be shared amongst all people / “scarcity” works on fear – “plenty” works on desire / “scarcity” is “win/lose” – “plenty” is “win/win” / choose to think plenty, work together and share the wealth</p>
Self-concept	<p>Self-concept is the way you really see yourself / are you a winner or a loser? / lucky or unlucky? / do you really like yourself? / do you think you can succeed? / your self-concept is the basis of everything you will do in your life / if you don’t believe you can succeed, no one else will either / if your self-concept is negative – address this issue first / everything great in your life starts with liking who you are / can you look into a mirror and say, “I like myself” without turning away? / if not, work on it until you can / you must be your own consistent best friend / there are really two of you – you and what you think of you</p>
Self-confidence	<p>When you have self-confidence, you believe in your own abilities / you act assured as you perform tasks / we all want the pilot flying the plane to have self-confidence / when you are confident, you make others feel confident / genuine confidence comes out of having real skills and/or knowledge / false confidence comes from trying to fake it / self-confidence and conceit are very different / confidence is quietly self assured - conceit is loud, self-claimed greatness / confidence knows its limitations / conceit thinks it knows everything / confidence values other viewpoints – conceit dismisses other viewpoints</p>
Self-esteem	<p>Low self-esteem is the root of all negative feelings about yourself / it usually originates with destructive criticism and conditional love during the “1st5” years of life / children think abuse is their fault / they believe they are unworthy of love / look into a mirror and into your own eyes and say positive things to yourself / nurture your self-esteem to health if it has been damaged / hold yourself in high esteem and do things that honor and respect yourself</p>
Self-knowledge	<p>Be true to who you really are / know yourself / know what you want / know what you like / know what you don’t like / be completely honest with yourself / know what you like and dislike in others / know your values / stay connected to your emotions / be willing to admit that the problems in your life might just be because of you / keep your eyes wide open to improvements you could make in yourself / know how you spend your time / know how you base your decisions / know how you spend your money /</p>

<p>Self-talk</p>	<p>know who you really are</p> <p>Every human being talks to themselves as they go through their day / most of the time self talk is internal - sometimes it's out loud / no one is closer to you than you are and no one's opinion means more to you than your own / you can either be your own best cheerleader or your own biggest critic / if your self-talk is negative and destructive, you will literally prevent your genuine success / if your self-talk is positive and constructive – genuine success is already yours / positive self-talk means you have a honest, open and caring relationship with yourself / you challenge your own assumptions and see where you can make improvements in your own life / you cheer your successes, forgive your failures, learn from your mistakes and revel in how fun it is to be you / take the time to listen to your own self-talk / if it is habitually negative you must do the work to change this habit / take the negative words back and replace them with positive ones / your self talk is your internal dialog that your subconscious listens to and takes in as absolute fact / when you talk positively to yourself, you will take positive actions and a positive cycle will grow in your life / positive self-talk is about being your own closest, and most supportive, best friend</p>
<p>Senses & Perception</p>	<p>We each have five physical senses (sight, hearing, touch, smell, taste) that form our radar to the physical world / senses aid our survival by alerting us to danger / sensory input is interpreted in the brain, not in the sensory organ / your nose smells dung and <u>your</u> brain says “yuck, let's get away” / a dung beetle's nose smells dung and <u>its</u> brain says, “OK, let's eat” / your brain integrates all of your senses into a cohesive moving picture of the world around you / senses have a narrow band of sensory range / there are worlds of events we cannot perceive because they exist outside of our sensory range (x-rays, dog whistles, the smell of explosives, etc.) / sensory information is evaluated in your conscious mind / your senses can cause instant physical reactions / senses give the illusion that we are separate from our world and other beings / but senses can be fooled / artificial flavorings fool taste buds - magic tricks fool eyes - artificial scents fool noses -- sound effects fool ears / senses cannot perceive many substances that are dangerous to human life like – carbon monoxide (odorless), bubonic plague bacteria and deceptive human beings. For human beings, perception is reality / what people believe is the truth for them - even if it is totally wrong or contrary to logic / lies that are believed elicit responses as easily as truth / if someone mistakenly tells you that your father has been killed, you will respond as if it were totally true (based on your perception) until you find out otherwise (the truth of the situation) / we notice what is important to us – like suddenly seeing a new word recently learned / selective perception is deciding what you see / it responds to concentration or focusing your mind (like hearing individual conversations at a party) / our values determine what we think is important and worth noticing / “myopia” or “tunnel vision” is the tendency to see things from only one narrow perspective while disallowing peripheral input - perception is restricted by self-imposed filters / “perceptual ambiguity” is where two people can look at the same thing or situation and see it in completely different ways / part of being wise is being able to see things from another's perspective / your value system, financial status, prior experiences, ethnic background, religious beliefs, professional biases and other factors all affect how you perceive the world</p>
<p>Service</p>	<p>Joy comes from being of service to others / it feels good to take care of your own needs - but it also feels good to be of service to others / being of service to others is expressing your caring attitude / pick up the trash / bring in the mail / share a good deal / offer to run an errand if you are going that way / go the extra distance / anticipate the</p>

	request / be prepared to help / notice situations around you and help when you can / open the door / hold the elevator / smile and be cheerful as you help – unwilling help is no help at all / the best part of the human experience is to be of genuine service to others – try it and see!
Shame	Shame is a painful emotion caused by the sudden awareness of a shortcoming or something you did wrong / when it happens in front of many people it can be humiliating / people can be shamed for things they did not do / children are sometimes controlled by applying shame / some religions use shame and the risk of being shamed to control followers / it's a shame to use shame because it always inhibits, never enhances / different people consider different things "shameful" / only you can decide for yourself what is really shameful and what is not
Specialist vs. Generalist	You can be a specialist or a generalist / it does pay to specialize and establish credentials in one area / this gives you a specific identity on which to base further success / it gives you recognition by a set of peers / a professional level skill (something people pay you to do) is important to your economic life / various skills pay various amounts / the pay scale is not related to the level of hard work - it's related to the amount of money generated, the societal value associated with the occupation, the level of competition and other factors / there are lots of skills to specialize in including being a doctor, lawyer, fisherman, teacher, athlete, journalist, photographer, artist, musician, chef, manager, salesperson, and thousands of others / unless you were born into wealth, you will need to earn money to build your life / if you focus your efforts in one area – you will acquire a higher level of skill faster / it's important to acquire a skill that you enjoy / the other side of the coin is the generalist / generalists are usually specialists that have expanded into other areas / there is a process to learning and generalists enjoy learning different skill sets / generalists are more difficult to recognize because their skills are diffused into many different directions / generalists do many things well but not one thing great / being a generalist can be carried too far / like the Chinese proverb says, "Man who knows too many trades; his family starves"
Stress	Stress is a result of the instinctual "flight or fight" response being stimulated without being released / for example, your demanding boss yells at you, but you take it because you fear for your job / you can't beat up your boss, you can't yell back and you can't run - this negative energy gets stuck inside / stress is perceived danger internalized as suppressed anger / stress causes a wide variety of negative health effects / if you want to improve your health – find the causes of stress in your life and get rid of them or reduce them as much as possible / simply put – stress kills
Style	Learn to discern people's operational style / do they move away or towards things? / positive or negative? / giver or taker? / do they have competency in some area or not? / were they "self-made" or coattails? / talker or a doer? / controlling or choice based? / authentic or inauthentic? / emotional or non-emotional? / do they work with feelings or facts? / down to earth or full of themselves? / self-sufficient or dependent? / abrasive or smooth? / thoughtful or hurtful? / phony or genuine? / look for the signs of people's operational style and understand what and who you are dealing with / watch what people actually do – not what they say they do
Success	Genuine success is always integrity-based and transcends mere monetary rewards / genuine success is earning income doing work you truly enjoy while pursuing meaningful goals / it's staying connected to your own feelings and having real peace of mind / it's being free from negative emotions like fear, anger and guilt / it's experiencing good

	health, sharing in loving relationships and having enough money to not worry about money / achieving genuine success means feeling a consistent sense of gratitude and appreciation / achieving genuine success yourself also means you can be genuinely happy for the success of others
Synergy	Synergy is the concept of $1+1 = 3$ / the whole equals more than the sum total of the parts / synergy works in engineering, people and systems / one horse can pull a certain weight – four horses can pull more than four times that weight / a ten-foot wood 2x4 board will hold up a certain weight before breaking - four stacked 2x4's will hold up much more than four times that weight / teams can be extremely effective if synergy is developed / people working toward the same mission can develop intense synergy and overcome huge adversities / when participants have a real stake in the outcome – the developed synergy can be extreme
Tact	Being tactful is expressing oneself so you get your point across without offending others / tact is about being discreet and not purposely drawing attention to other's mistakes / being tactful is being sensitive to another's feelings / Abraham Lincoln said, "Tact is the ability to describe others as they see themselves" / use "tact", don't attack
Talent	Everyone has unique talents and abilities / with practice, talent can be converted into a useful skill / everyone can develop a skill that they can do better than 10,000 or more other people / this skill is the opportunity for your prosperity and genuine success / mine the gold of your own unique talent and experience / sometimes your best talent is so close, you do not see it for what it is
Teamwork	Genuine teamwork is one of the true pleasures of life / people working together can make amazing things happen and share in the feelings of mutual accomplishment / when you win on your own, you end up alone / when you win as a team – your life is a dream / a winning team experience gives you a sense of belonging to something larger than yourself / everyone needs the help of others to succeed / being a positive team member is acknowledging this truth and putting your heart into what's best for the team / genuine teamwork is great for business and develops when there is mutual trust and respect among members / Napoleon Hill, in his famous book, <i>Think and Grow Rich</i> , coined a phrase for teamwork called a "mastermind alliance" / a "mastermind alliance" is two or more people working in a spirit of harmony towards the accomplishment of worthy goals" - now that's something to put your heart into
Technology	Computers continue to do more and cost less / the available software is mature and effective / most creative endeavors are highly affordable / audio, photo & video production tools are easily accessible / the Internet is still a "level playing field" / technology is your vehicle for creative expression / communicate ideas better, distribute information better, give better presentations, e-commerce, a home office / make use of technology to open opportunities and improve your life / remember, the higher the technology, the more need for a human touch to make it effective / technology is never a replacement for creativity, it's a tool of creativity
Thank You Cards	One of the most positive habits you can possibly develop is sending <i>Thank You</i> cards / <i>Thank You</i> cards are available at office supply stores or cards shops and come in various levels of quality (you should choose cards that you like and buy quality ones) / having a box of cards handy allows you to express your appreciation to someone in a very timely, personal and thoughtful way / when someone helps you or does something nice for you, that's your cue / someone gets you a job interview, someone treats you to

	<p>lunch, someone reads your manuscript and gives you honest comments – these situations, and many more, are where a <i>Thank You</i> card is in perfect order / when you sense the time is right, carefully pull out a card and practice writing your note on a scratch pad / then hand write your note <u>neatly</u> on the card with a good quality pen / next, carefully address the envelope (extra envelopes are not always included in the box), carefully <u>write</u> your return address, affix a unique stamp (something expressive of your personality) and then <u>mail the card</u> / <i>Thank You</i> cards take time to prepare properly – but that’s the whole point / it’s all about expressing your gratitude in a thoughtful way / <i>Thank You</i> cards are almost a lost art – but don’t let it get lost on you</p>
Thoughts	<p>Thoughts are electromechanical impulses occurring in the circuitry of your brain / they radiate energy out from you and into the world / you attract the people and events that harmonize with your dominant thoughts / whatever you believe with intensity will become your reality / you can only hold one thought at a time in your conscious mind / fortunately, you can choose what this thought is / your subconscious takes in your thoughts as if they were absolutely true / whatever you dwell upon most in your conscious mind, you bring into your life / change your dominant thoughts and you change your experienced reality / placebos work because people believe they will - the belief is the active ingredient / your thoughts can be easily manipulated if you don’t tend to them carefully / whatever you do, don’t think about a blue elephant standing on a pink skateboard – see, too late! / make the effort to direct your own thoughts / changing from habitually negative thought patterns to habitually positive thought patterns is like turning an ocean liner - it does not happen instantaneously, it comes with steady and continued effort</p>
Time Management	<p>You can’t save time - you can only spend it wisely / develop a sense of urgency about what’s important / do what needs to be done without wasting time / detailed plans help you make good use of time / the 80/20 rule* says 80% of the value is contained in 20% of the activities / “single handle it” means see it, do it, and be done with it / when you recognize something needs doing, do it right away / delayed tasks grow in difficulty as they age / information gets lost - parts get lost - the memory of what exactly needed to be done gets lost / develop time-saving routines for daily needs / learn your grocery store / learn the back roads / stay out of traffic whenever possible / listen to audio books during your drive time / bring the book or supplies you need wherever you go to avoid any downtime / double check when you are leaving places - lost things are huge time wasters / be consistent with where you put things / make maps or write clear directions to your destinations / don’t make assumptions / bring your phone list with you / keep common supplies in stock at your house / make an inventory system to recognize what you are running out of / group your errands / keep appointments / keep a daily record of your activities / make notes to yourself / use a battery alarm clock to thwart power outages / protect your peak performance periods during the day / do not allow others to waste your time, because your time is all you have (*Italian economist and sociologist Vilfredo Pareto developed a theory that 80% of the wealth in society is held by 20% of the people. This “80/20 rule” has since been applied to describe many other phenomena in economics, business and elsewhere)</p>
Tongue	<p>The greatest motivator, or the most dangerous weapon, is the human tongue / words cannot be taken back / your power is your word and how your words make others feel / you can console or control / you can build teamwork or tear it down / according to studies, about 75% of human conversation is gossip / make your words count / be encouraging to yourself and others / give constructive criticism / repeat what others say</p>

	to ensure comprehension / sooth hurt feelings with sincere words / don't say it unless you really mean it / ounce for ounce, your tongue is your strongest muscle – be careful how your flex it!
Values	Positive values are positive human traits that inspire beneficial actions towards ourselves and others / examples of positive values are assertiveness, caring, cleanliness, compassion, confidence, consideration, courage, courtesy, creativity, detachment, determination, enthusiasm, excellence, faithfulness, flexibility, forgiveness, friendliness, generosity, gentleness, helpfulness, honesty, honor, humility, idealism, joyfulness, justice, kindness, love, loyalty, mercy, moderation, modesty, obedience, orderliness, patience, peacefulness, prayerfulness, purposefulness, reliability, respect, responsibility, reverence, self-discipline, service, steadfastness, tact, thankfulness, tolerance, trust, trustworthiness, truthfulness and unity / positive values pave the roadway of kindness and expressed love towards yourself and others / expressed positive values will build, enhance and improve the quality of your life and promote the exchange of positive energy between you and other people / “having values” is caring about how your actions affect others 0
Win-Win vs. Win-Lose	Win-win is a negotiation and operational philosophy that seeks mutually advantageous solutions / win-lose is seeking to win at someone else's expense / if you win and others lose, it is a “zero sum” game – you move forward, your opponent moves back, nothing is really gained / sometimes the “walk out” is the best win-win solution / “no deal” is better than an “unfair deal” / win-win employs trust - win-lose destroys trust / win-win seeks mutual advantage – win-lose seeks sole advantage / keep your integrity and operate with a win-win style to really move forward
Work	There is no winning without the work / see the work and get it done / if your work is unbearable drudgery, you are doing someone else's job / enjoying work comes from following your bliss / the world does not kiss you on the lips and invite you to achieve great success – it's up to you / work with positive enthusiasm and don't give up / there is no reward without the work / sometimes you must do work that you don't love – do it cheerfully / worthwhile accomplishments take great effort and feel good as a result / hard work is not the only answer or ditch diggers would be rich - but, if you're talking about really creating a life you will be proud of, embrace the work and always do it like you care

Motivational Concept Sources

The following people and their listed work contributed greatly to my ability to compose this section.

Robert G. Allen	Multiple Streams of Income
Stephen Covey, Ph.D.	Seven Habits of Highly Effective People
Wayne W. Dyer, Ph.D.	The Awakened Life
Charles Fillmore	The Twelve Powers of Man
Napoleon Hill	Think and Grow Rich
Anthony Robbins	Personal Power
Brian Tracy	The Psychology of Achievement
Denis E. Waitley	The Psychology of Winning
Alan Watts	The Tao of Philosophy

Part 2

Eyes Wide Open Concepts

Eyes Wide Open Concepts are more advanced, more broad reaching and, potentially more controversial than the *Motivational Concepts*. These topics are essential to understanding the “big picture” in America and the historical events leading up to this point. Achieving positive change in your life and in our country requires understanding a wide variety of topics and seeing their subtle and overt interrelationships. This is how knowledge is transformed into wisdom and this is how people learn to think for themselves.

Appearances	Appearances are how things look, not necessarily how things are / the public relations industry specializes in managing appearances for their clients / everyone wants to look like a caring person who plays by the rules / every company wants to appear as honest, caring and concerned about their communities - this is why businesses spend billions on public relations every year ¹ / sometimes certain people are made to appear bad in the public eye to discredit them / this is called “character assassination” which is manipulating appearances to bring out the negative / appearances can be easily manipulated because people tend to make judgments on small bits of information / for example, people who protest against government policies in America are often made to look like outcasts and malcontents by mainstream media / the constructed appearances are driven to overshadow the content of their protests / just like Dorothy on the Wizard of Oz, learn to look behind the curtain to see what is real / seek the truth behind the appearances and see what is really going on and who really benefits from the way things appear to be
Atom	An atom is the smallest unit of matter that has the characteristic property of a chemical element / if you break an atom apart, you smash it into sub-atomic particles including electrons, protons and neutrons (over 200 different types of sub-atomic particles have been identified by scientists) / most of an atom is empty space with electrons orbiting the nucleus made of protons and neutrons / if you enlarged an atom up to the size of a football field, the nucleus would be the size of a marble in the middle of the field and the electrons would be in orbit around the outside / again, most of an atom is space and it is electrical charges that keep the whole thing together / the chemical element of an atom is determined by the number of units of positive charge there are in the nucleus – hydrogen has 1, helium has 2, lithium has 3, calcium 20 and on up through radium at 88 and beyond / all atoms are basically the same size which is pretty darn small / 127 million atoms lined up end to end would be about one inch (50 million per cm) / the nucleus is the most dense part of the atom / in contrast, electrons are the lightest charged particles in nature / in hydrogen, the nucleus is over a 1000 times more massive than an electron and in heavier elements it can be over 500,000 times as massive / Leucippus of Miletus, in ancient Greece, is thought to have first put forth the idea of an atom / in about 430B.C., his disciple Democritus named these building blocks of matter “atomos”, which means “indivisible” / individual atoms are considered non living or inanimate – yet every living thing, including you and me, is made up of 100% atoms (Source: “Atom” & “Sub-Atomic Particles,” Encyclopedia Britannica Deluxe Ed. 2004, CD-ROM)
Authority	In ancient Athens, Socrates dedicated his life to questioning assumptions and authority and teaching others to do the same (see http://en.wikipedia.org/wiki/Socrates) / in the Renaissance, which ended 1000 years of intellectual stifling, questioning assumptions and authority was reborn in earnest / authority never wants to be questioned - but historically, authority has been dead wrong much of the time / authority naturally does not like to educate underlings - because then underlings can challenge authority / but, to move forward as a human race, authority and assumptions must always be challenged / this is how new knowledge and healthier points of view are brought about / there are plenty of assumptions going on right now that need to be challenged / question yourself first / challenge your own assumptions first / when authority is challenged by people, just causes can be moved forward / it is the duty of all thinking, intelligent and caring human beings to challenge the assumptions that are made by the authorities on our behalf / every great move forward, in terms of the well-being of

people, came from the governed challenging the assumptions of their governors / authority was wrong about slavery, women as property, the sun orbiting the earth, the earth being flat, non-whites being less than human, bloodletting as a cure, child labor, war as an answer, colonialism and much more / people will do all kinds of things if an authority figure tells them to – take the road less traveled and use your head to think for yourself about what you are doing

Bible

The Bible contains sacred scriptures of Judaism and Christianity in the form of a collection of “books” / the Jewish Bible contains books from the Old Testament and the Christian Bible consists of books from the Old Testament and the New Testament / the New Testament begins with the four gospels which give remembered accounts of the life and teachings of Jesus Christ / the Old Testament was transferred orally and developed for hundreds of years before finally being written down in Hebrew with some parts written in Aramaic - it has since been translated into many other languages and converted into many different versions / the books of the New Testament were originally written in Greek or Aramaic and the first of the Gospels (Mark) was not written down for more than 30-50 years after the death of Jesus² (a lot of details can change through over 30-50 years of verbal storytelling) / the Bible contains stories that are open to interpretation / some choose to interpret stories and details as literal facts and others choose an allegorical interpretation / an allegorical interpretation is to see the symbolic and spiritual meaning that transcends the literal sense of the text - it’s getting the meaning of the story without getting bogged down in extraneous details / like the story about the boy who cried wolf / it does not matter if it was a boy or a girl, what day of the week it was or what he/she was wearing - the lesson of the story is what’s important / when people interpret the Bible literally, it’s usually done selectively to suit their viewpoint and ambitions / imagine a life-sized nativity scene in a church lawn at Christmas / reading the Bible literally is like looking at those statues and thinking they are the real people - they are not, they are symbols of those people / reading the Bible literally means that people who follow the Lord are actually sheep because it says so, “The Lord is my Shepherd...” / religious scholar and teacher Alan Watts used to say that reading the Bible literally was like “going to a restaurant and eating the menu instead of the food” / the Bible can be interpreted in extreme ways as has been demonstrated throughout the history of Christianity / the essential teachings of Jesus Christ were love, peace, acceptance, forgiveness, kindness and caring for poor people - yet throughout history, leaders have waged violent wars and deeds against others in the name of Christ / my suggestion is to actually follow the essence of these teachings and just BE NICE to one another / the Golden Rule works, so use it / be aware of posers who claim Christian virtues while their actions demonstrate the exact opposite / always watch what people do, not what they say they do / religious hypocrites are among the most dangerous people because they believe God is exclusively on their side (Bible details from “Bible”, “Bible Translations” and “Aramaic” entries from Encyclopedia Britannica Deluxe Ed. 2004, CD-ROM)

Blind Obedience

Blind obedience is the practice of believing and obeying authority figures without question / sometimes blind obedience is necessary, like in a military battle where it can be fatal to question orders / same thing in emergency situations / but don’t “hat check” your intelligence at all times - think about what people are telling you / fundamentalist religions enforce blind obedience / a literal belief in the Bible requires you to think that the earth is 6000 years old even though physical evidence shows it to be 4.6 billion years old³ / enforced ignorance teaches people to not trust their own

senses / these type of leaders say “do as I say, not as I do” or “when I want your opinion, I’ll give it to you” / leaders that want what’s best for other people, teach them to think for themselves - leaders that want to use other people, require and enforce blind obedience / “blind obedience” leaders get very angry when they are questioned

Boycott

In 1873, Captain Charles Cunningham Boycott retired from the British Army and became an estate manager in Ireland / the estate he managed was in County Mayo and was owned by absentee English landlord, the 3rd Earl of Erne / the Earl liked to “earn” money by renting dwellings and land on his estate to low-income Irish tenants / in 1879, the Land League was formed in Ireland in response to an expected upcoming famine / The Land League requested that Captain Boycott reduce rents by 25% to ease the financial strain on his renters / he refused the request and subsequently attempted to issue eviction notices / in September 1880, the president of The Land League, Charles Stewart Parnell, urged the residents of County Mayo to “hold the mayo” from Captain Boycott and avoid any dealings whatsoever / laborers would not work for him, people would not serve him food, he had trouble getting his mail and local field hands would not help him harvest his crops / it became a very big situation and widely known / eventually workers had to be brought in under the guard of a 900+-man army to take care of the 3rd Earl of Erne’s crops / Captain Charles Cunningham Boycott responded to this whole situation by leaving Ireland later that same year / but by the time he left, his name had become the eponym (the origin) for the new verb and common noun, “boycott” / the term means a tactic used to achieve desired ends by refusing to have dealings with a person, company or organization / civil rights activists inspired boycotts of buses, stores and businesses that treated people of color unfairly / labor organizations exerted pressure on management by instituting “primary boycotts” where employees do not purchase the goods or services from their employing company / a “secondary boycott” would be if these same employees encouraged more wide-spread action by third parties also boycotting those products or services / secondary boycotts are illegal in most states / boycotts can be used by nations to express their disapproval of something / the U.S. boycotted the 1980 Summer Olympics in protest of Russia’s invading Afghanistan / boycotts can happen in society based on some information people received / a few years ago, customers in Florida reduced their Taco Bell intake to inspire the company to pay tomato pickers more of a living wage / a boycott can be an effective lever of change or an effective tool of the tyrant / if you have the power, you can “blacklist” people causing others to refuse to deal with them / boycotts are all about withholding things of value from others to bring about a change in behavior / there is great power in boycotts because when people start losing respect and money over an issue they tend to start paying attention (Sources: “Boycott.” *The Columbia Encyclopedia, Sixth Edition, 2001-2005*, <http://www.bartleby.com/65/bo/boycott.html>, “Charles Boycott.” *The Encyclopedia Britannica, Deluxe Edition CD-ROM* and “Charles Boycott”, *Wikipedia* http://en.wikipedia.org/wiki/Charles_Boycott)

Brain

Your brain is the most complex object in the known universe / it contains over 100 billion neurons (brain cells), 100’s of billions of glial (supporting cells) and a 100 trillion connections between neurons that make up your mind (pun intended) / your brain stores all of the experiences and feelings you have ever had / once expanded with new ideas your brain cannot go back / your brain allows you to think for yourself and learn from others / matter is transformed into intelligence in your brain via your thoughts / the “1st 5” years of life are critical to proper brain development - neuron

connections are being formed with every new thought⁴ / young brains soak in ideas, concepts, beliefs and attitudes from their surroundings, for better or worse / hundreds of new words are learned per day / multiple languages can be acquired easily during this age / young minds take in every input as if it were absolutely true / your mind is the single greatest asset in your life / your imagination, thoughts, dreams, desires, emotions and sensations wholly determine the quality and content of your life experience / your brain contains the history of evolution on planet earth⁵ / the oldest part is the brain stem which controls vital functions like breathing, heartbeat, circulation and temperature regulation / your brain stem keeps your body operating without you having to “think” about it / surrounding the brain stem is the r-complex or “reptilian” brain, so called because this brain is all reptiles (including dinosaurs) ever had / the r-complex handles the instinctual functions of territoriality, social hierarchy, the ability to deceive, obeying authority, ritualism, aggression, compulsiveness and prejudice, among others / the next layer is the limbic system or “mammalian” brain which developed when mammals diverged from reptiles / this is the center of emotions and harbors the most important mammal behavior of all, caring for the young - mammal offspring must be taught how to survive in the wild and a “mother’s love” for her children keeps her focused and attentive to this critical task / the next layer is the cerebral cortex which makes up 3/4ths of your brain mass and came about with the evolution of primates and humanoids / this part of your brain is deeply furrowed and twisted to maximize surface area (think about taking a paper towel and squeezing it into a ball – the surface area remains the same but it fits into a smaller space) / higher levels of thought and creativity happen in your cerebral cortex including activities like mathematical and spatial thinking, music, art, and science / the cerebral cortex is where sensory information is decoded and language, speech and higher reasoning powers take place / the cerebral cortex has right and left “hemispheres” / right side is creativity and left side is analytical thinking / the “right” and “left” brains are integrated through an 8-million nerve fiber bridge called the corpus callosum / your brain is the master computer of your life, drawing on all of your experiences and thoughts combined with your genetic make up to give you your unique way and view of the world (Sources: Carl Sagan, *Cosmos*, “Episode 3: The Harmony of the Worlds,” and Richard Restak, M.D., *Mysteries of the Mind*)

Bullies

Bullies are people who use their physical strength or other leverage to get their way / bullies use threats of pain, embarrassment or property damage to coerce / bullies often demand “pay offs” to prevent pain, which is called extortion / bullies must “establish credibility” by demonstrating their power so others “learn” to obey / bullies know their greatest weapon is fear and their greatest fear is their victims getting organized and taking collective action against them / a bully knows the best way to conquer a large group is to fill them with fear, divide them up and keep them fighting amongst themselves

Business Class

America is a business-run society and always has been / the business class constitutes the wealthiest Americans and possesses the real political power in society / the business class continuously fights a bitter class war, but they don’t want anyone else to know about it / they have used their vast resources, ownership of the media and heavy influence over politicians to guide American policies to maximize their profitability / it has been the interests of big business vs. the interests of the working people throughout much of American history / well organized labor was a huge threat and was violently crushed out of existence in the 1930’s in a most undemocratic way⁶ / the business class has huge advantages including vast resources, excellent

connections, hired lobbyists, access to the smartest people, access to the best propaganda talent, access to the media, access to education, insulation from prosecution and relative anonymity in American society / no matter what goes wrong in a business – it's always the working people who suffer the most / the higher up you are in the business class, the more latitude you have in your job performance / there are many caring and successful members of the business class who do great things for great numbers of people / unfortunately, unscrupulous business leaders can do huge damage to lots of people without being held accountable / the right of the business elite to pursue profit "at all costs" is assumed / its called preserving "investment opportunities" or pursuing "national interests" / the base assumption is that the continued accumulation of wealth by the wealthiest is good for America / if you are paid at least \$100,000 annually, you make more than 95% of Americans⁷ / \$100,000/yr is practically pocket change for the business elite so it can fairly said that income is severely unbalanced in its actual distribution in America

Business, small

A small business is an independently owned and operated business entity / it typically has a single location and the owner is intimately involved in day to day operations / small business was the prime economic force in America from the time of the colonies until the 1870's / small businesses have been integral to the economic, cultural and political development of America / new technologies permitted "economies of scale" in manufacturing and distribution giving rise to "big business" / the banks and the railroad industry were two of the first "big businesses" with large scale manufacturers to follow / the number of small businesses rose from 11 million in 1958 to over 16 million in 1980 / but the relative importance in small business fell because large corporations continued to become more politically influential / small business owners are cherished in America because they epitomize the American spirit of "making it on your own" / starting a small business is tough / resources are tight and there is far less "margin for error" / owners and staff are typically family or friends pouring their hearts into their work - everyone involved has a stake in the operation / small businesses are great for communities because business profits are spent where they are earned / money spent at a national chain goes back to its headquarters and is "sucked" out of local economies / small business earnings are spent locally and raw materials and supplies are most often purchased locally / small businesses most often hire people from their communities / most small businesses have less than 300 employees but cumulatively, they employ millions / small business owners have a vested interest in the growth and success of their home communities / in contrast, big business can come and go in communities at a moment's notice with their own bottom line their only concern / small business has emotional ties to their community – big business does not – it's just business, / the Small Business Administration was created in the U.S. in 1953 to help small business owners with loans and expertise (Source: Mansel G. Blackford, *A History of Small Business in America*, University of North Carolina Press, 2003, for key chapter, see http://uncpress.unc.edu/chapters/blackford_history.html)

Central Intelligence Agency

The Central Intelligence Agency (CIA) is an intelligence gathering, analyzing and presenting organization that reports directly to the President / in 1942, Franklin D. Roosevelt asked William J. Donovan to create a plan for an intelligence service / the vision was to have an "organization which will procure intelligence both by overt and covert methods and will at the same time provide intelligence guidance, determine national intelligence objectives and correlate the intelligence material collected by all government agencies" / Donovan suggested this agency could conduct, "subversive

operations abroad” but, “no police or law enforcement functions, either at home or abroad” / the first Director of Central Intelligence, RADM Sidney W. Souers, USNR, started in 1946 and was previously the deputy director of Naval Intelligence / the National Security Act of 1947 officially established the CIA and the National Security Council / this act charged the CIA with the coordination, evaluation and dissemination of intelligence affecting national security / the director of the CIA was responsible for protecting intelligence sources and methods / in 1949, the Central Intelligence Agency Act was passed to give the CIA sanctioned secrecy over their budget and relieve them of normal regulations on how government money was spent / in 1953, the National Security Act of 1947 was amended to make the President responsible for appointing the Deputy Director of the CIA as opposed to the Director making the choice / the Director of the CIA is the principal advisor to the President and the National Security Council on all matters of foreign intelligence related to national security / in 1980 the Intelligence Oversight Act and various Executive Orders provided for the CIA to report regularly to the Senate and House Committees on Intelligence / for 50+ years the CIA has operated in virtual secrecy from Americans and Congress and has been largely funded by tax revenues / the American public would expect the CIA to dedicate their operations to enhancing the safety of American citizens from foreign attack / the public would also expect the CIA to pursue goals that ultimately promoted American values abroad / our most cherished American value is our freedom from the exploitation of a colonial power - Americans fought the Revolutionary War for this essential freedom / it is the one freedom worth dying for because all other freedoms and liberties stem from it / unfortunately – it has become obvious from information released over time that actual CIA activities have consistently supported the exact opposite goals / wherever it has operated, our CIA has served to thwart other country’s independence from colonial powers, not help them achieve it / the CIA’s arsenal of techniques and methods include supporting paramilitary operations, propaganda, surveillance, influence peddling, funding of institutions, connections to drug smugglers, money laundering, connections to organized crime, assassination and others / repeatedly these “tools of the trade” were used to prevent independence and promote colonial or dictatorial rule in countries with strategic military advantages and/or natural resources beneficial to U.S. business interests / four non-controversial cases illustrate this point - Vietnam, Cuba, Chile, and Afghanistan / Ho Chi Minh, was a popular leader who galvanized a revolutionary movement against French colonial rule in Vietnam in 1945 / in 1954, his popular leadership forced the French to leave from the south / the CIA quickly jumped in to install a government (Diem) to prevent scheduled elections for unification⁸ / the CIA’s “secret war” in Vietnam and the more “public” war that followed were focused on preventing the Vietnamese people from gaining their independence from colonial rule and utilizing their own resources for their own benefit / the war was pitched as being needed to stop the spread of communism / according to Robert S. McNamara, who was Secretary of Defense at the time, the U.S. killed 3.4 million Vietnamese during this CIA-initiated, undeclared “war”^{8A} / in 1959, when Castro waged a revolution in Cuba, he liberated his country from the oppressive dictatorship of Fulgencio Batista for the benefit of the people of Cuba / Castro’s actions included nationalizing the oil industries and instituting major land reform adversely affecting some key U.S. corporations / the CIA waged Operation Mongoose (terror operations against Cuba) and the Bay of Pigs invasion as well as making multiple assassination attempts on Castro⁹ / in 1970, Salvador Allende was elected by the people of Chile and he was intending to nationalize his country’s vast copper resources (something a few key U.S. corporations did not want) / at

Nixon's direction, the CIA made a attempt to prevent Allende from taking office (the 11 Oct 1970, now declassified CIA message is pretty clear saying, "SUB-MACHINE GUNS AND AMMO BEING SENT BY REGULAR COURIER LEAVING WASHINGTON 0700 HOURS 19 OCTOBER DUE ARRIVE SANTIAGO LATE EVENING 20 OCTOBER OR EARLY MORNING 21 OCTOBER. PREFERRED USE REGULAR [BLACKED OUT] COURIER TO AVOID BRINGING UNDUE ATTENTION TO OP.")¹⁰ / the U.S. Ambassador to Chile at the time, Edward M. Korry, found out about the plot and took steps to stop it / the misguided plan still moved forward and ended up with the kidnapping and killing of René Schneider, the Commander and Chief of the Chilean Army¹⁰ / on September 11, 1973 Salvador Allende was killed during a coup that put the dictator Augusto Pinochet into power¹¹ / a few years later, on December 24, 1979, Russia invaded Afghanistan six months after the CIA had begun providing aid to the mujahideen guerilla fighters to wage guerrilla operations against the Russian soldiers / the idea, according to Zbigniew Brzezinski (President Carter's National Security Adviser) was to draw Russia into their own Vietnam-like situation¹² / one effect of CIA involvement in this area was that Pakistan and Afghanistan, which produced no opium in the 1970's became major world opium producers in the 1980's¹³ / another effect was that one of those leaders trained and armed by the CIA was Osama Bin Laden / when the CIA evaporated from this area, after the collapse of the Soviet Union, Osama became a major leader in terrorism against the U.S. allegedly including the September 11th 2001 World Trade Center attack / the CIA has operated in secret for nearly 60 years now / glimpses inside their operations were provided by the Church Committee investigations in 1975 / Senator Frank Church said in the previous 14 years he studied, the CIA was involved in 900 major operations and 3000 minor operations¹⁴ / the bulk of these operations always take place in the 3rd world against people who have no way of bringing harm to the U.S. / on February 13, 1997, Congressman John Conyers held an "unofficial" hearing into the recurring CIA pattern of turning a blind eye to the "Drug War" to fight the "Cold War"¹⁵ / CIA activities are well documented by numerous knowledgeable people including former CIA insider John Stockwell (*In Search of Enemies: A CIA Story*), Alfred W. McCoy (*The Politics of Heroin in Southeast Asia: CIA Complicity in the Global Drug Trade*), Peter Cornbluh (of the National Security Archives who has written several relevant books) and Joseph J. Trento (*The Secret History of the CIA*) / in 1988, Katharine Graham, one of Americas richest women and owner of the Washington Post at the time, gave a speech at CIA headquarters / Ms. Graham said, "There are some things the general public does not need to know and shouldn't. I believe democracy flourishes when the government can take legitimate steps to keep its secrets and when the press can decide whether to print what it knows."¹⁶ / it should be up to the American public to decide if the history of the CIA has been worthy of the tremendous investment in funds and talented people that has been made / have their "secret wars" and covert operations abroad made the American public safer or more at risk? / Chalmers Johnson wrote a book called *Blowback*: The Costs and Consequences of American Empire* that addresses this exact question (imagine sweeping a pile of dust into the corner of a room, crouching down and the blowing on that pile as hard as you can – that dust is coming right back into your face – that's "blowback.") / in my opinion, if the CIA is supposed to represent American values, the CIA should be operating to support the rights of people to be free and independent in their own countries (source of the CIA history and development details was www.cia.gov -see: http://www.cia.gov/cia/ciakids/history/cia_history.shtml)

Change

Change is ever present – nothing stays static / make change work for you / change is necessary for all growth / it's an essential part of life / matter changes forms / cells die and new ones grow / minds and feelings change / attitudes change / either water flows (changes) or it stagnates (dies) / companies change or go out of business / fear of change is a major inhibitor to success / some changes take time to show an effect / the more profound the change, the longer it can take to show benefit / be patient / some of the best learning lessons come from reviewing positive changes that have occurred / change, no matter how beneficial, is almost always resisted / it's a natural human tendency to resist change and attack those who are bringing the change about / the act of doctors washing their hands between patients was heavily resisted at first – the practice became standard over time¹⁷ / bloodletting went on for 2500 years and never provided any medical benefits to patients – the practice was finally stopped¹⁸ / the use of seat belts in cars was highly resisted at first – wearing them is now the standard¹⁹ / smokers used to have the “right” to light up anywhere – that has been changed for the better, after a long fight²⁰ / the poisonous heavy metal lead used to be put into gasoline until public outcry forced industry to change and remove it²¹ / women were seen as property in the U.S. until they got their right to vote in 1920, after more than 70 years of struggle²² / change is resisted by many, even those who will benefit the most from it / try crossing your arms – then try changing and crossing them the other way – even simple changes are strange at first / all change is a struggle and positive change must be given a chance to work just as a seed must be given a chance to grow

Chemical Industry

The chemical industry started in earnest the U.S. in the 1950's / synthetic chemicals were created to give manufacturers new materials / as a Dupont ad said, “Better things for better living, through chemistry” / products included, paints, plastic wraps, plastic containers, synthetic fabrics, cleaners, personal hygiene products, pesticides, shower curtains, baby toys, fertilizers and others / in 1989, Dan Ross, who worked for a chemical manufacturer, was diagnosed with brain cancer and his wife sued / that suit led to ten years of legal discovery and over one million internal documents released from the industry / internal memos illustrated a pattern of withholding negative information on their products from workers and the public / employees working around vinyl chloride gas were told it was safe / a BF Goodrich memo from June 10, 1966 said, “There is no questions but that skin lesions, absorption of bone in the terminal joints of the hands and circulatory changes can occur in workers associated with the polymerization of PVC” / the memo ended with, “Of course the confidentiality of this data is exceedingly important” / workers were never told / another memo from October 6, 1966 said that these symptoms may indicate a “systemic” disease process / the recipients of the memo were told, “Hope all will use discretion in making the problem public as we want to avoid exposés like *Silent Spring* or *Unsafe at any Speed*” / the central question here is, what is more important, the chemical being made or the human being making the chemical? / the pattern of discovering new dangers (like cancers) from certain chemicals and keeping the information secret from workers, regulators and the public, continued / the industry commissioned reports to find data to support their position / one report they financed said, “Study after study has confirmed no evidence that vinyl affects human health, not for workers in the industry, not for people living near vinyl manufacture facilities, not for those who use the hundreds of vinyl consumer and industrial products” / when vinyl chloride monomers (VCMs) started to be used as a propellant for aerosol spray products like hairspray, the industry had a big problem / tests showed beauty operators were getting large doses of harmful chemicals / the industry

realized this made their liability “unlimited” since consumers could be affected and sue / the market was small, the risk of lawsuits high, so they quietly backed out of that business / benzene, PCBs, dioxins, DDT and many other chemicals continued to show signs of harming humans / lawsuits and government regulations started to arise / the Chemical Manufacturers Agency (CMA) said in a 1979 memo, “This is a campaign that has the dimensions and details of a war. This is a war, not a battle. The dollars expended on offense are token compared to future costs. The rewards are the court decisions we have won, the regulations that have been modified, made more cost-effective or just dropped. The future holds more of the same.” / they stepped up lobbying efforts and started using PACs (Political Action Committees) to funnel large amounts of money into elections to develop their “political muscle” / Proposition 65 was passed in California to force companies to post labels of any known hazards from their chemical products / the industry responded by pooling funds to quickly and effectively fight any such efforts from other states / they have been successful / on August 11, 1985 an accident at a chemical plant in West Virginia released a toxic cloud that sent 134 people to the hospital / previously, on December 23, 1984, 40 metric tons of Methyl Isocyanate (it’s used to make insecticide) were spilled at a chemical plant in Bhopal, India / that spill killed thousands outright, and has injured 100s of thousands / synthetic industrial chemicals are very persistent and some are very toxic to life / one would think that when dealing with potentially harmful or deadly substances, chemicals should be considered guilty until proven innocent - unfortunately, the reverse has been true / there are around 80,000 different synthetic chemicals registered with the FDA / about 15,000 are actually used in products each year / less than half of these have been tested for safety in any systematic way / synthetic chemicals are persistent and prevalent everywhere in the environment / there is no place on planet earth where man-made chemicals do not exist / every human being in America has a variety of industrial chemicals in their bodies in trace amounts / people born 100 years ago would have had none / there is no telling if this relates to the increase in breast cancer, brain cancer, testicular cancer, learning disabilities and other maladies that exist today / what is sure is that the “precautionary principle” never had a place at the table of chemical industry leaders / people continue to be the subject of this on-going experiment on the long-term affects of various industrial chemicals (Source: Bill Moyers, *Trade Secrets: A Moyers Report*, Video, Public Affairs Television, 2001. www.films.com)

Child Abuse

I believe child abuse is a major contributor to societal ills and unfulfilled lives / the nature of a person’s “1st 5” years of life largely determines the nature of that person’s subsequent life experience / destructive criticism, physical abuse, mental abuse, use of guilt to control and conditional love all impair a child’s emotional development / the “1st 5” experience sets the tone of one’s self-esteem / children assume abuse is their fault - it can take years to untangle negative feelings, if ever / the primary driving factor of child abuse is poverty which dramatically increases a child’s likelihood of experiencing abuse from parent(s) / this is according to the National Center on Child Abuse and Neglect’s *Third National Incidence Study of Child Abuse* published in 1996²³ / this report estimated that in 1993, there were 614,100 physically abused children, 300,200 sexually abused children, 532,200 emotionally abused children, 1,335,100 physically neglected children and 585,100 emotionally neglected children in the United States / these numbers reflect an estimate of 2,815,600 abused and neglected children in 1993 which is an increase of over 98% since the last report on child abuse in 1986 / we are growing our own problems in the U.S. by allowing such despicable rates of abuse to exist / this is a direct result of the level of poverty

Chimpanzees
and Bonobos

that exists in the U.S. / otherwise hardworking people who cannot find jobs good enough to support their families will get extremely frustrated / child abuse traverses all creeds and colors in people but is consistently present where great economic frustration exists / with this high level of child abuse, it is easy to see there's great room for improvement in the land of the free

Chimpanzee and bonobos are both species of ape that are very closely related to modern humans (we share over 98% of the same genes) / they are nearly identical with each other except for dramatic differences in their social structures / bonobos live in the Congo where food was always plentiful / in bonobo society, the females are in charge and female traits of conduct prevail / the society is egalitarian and peaceful / bonobos play and groom other monkeys, they intermingle among other groups and the adult males are not aggressive / there is a lot of shared parental responsibility, enthusiastic sex and pleasant social bonding in bonoboville²⁴ / chimps, on the other hand, have a male-dominated society / adult males are highly aggressive and fight viciously to attain alpha status / adult males commit infanticide, cannibalism and wage war on other groups at their whim / females are oppressed and terrorized into submission / the differences in behavior patterns may relate to the food supply / historically there has been plenty of food available for bonobos whereas the female chimps depended on the male chimps for their food / built-in dependencies seem to promote a domination style of social order in chimps and in humans

Cold War

Russia, Britain and the U.S. were allies in WWII in the fight against Nazi Germany / but shortly after the war, tensions between the U.S. and Russia and their respective allies developed and grew / Russia started spreading left-wing governments to eastern European countries that they had liberated / the U.S. implemented the Marshall Plan for western Europe and the Cold War was off and running / the phrase "Cold War" was coined in 1947 by financier and presidential adviser Bernard Baruch during a congressional debate / the war is "cold" because it is fought mainly in political, economic and propaganda arenas, not in direct military battles / in 1949, the Soviet Union detonated an atomic bomb and the U.S. was no longer the only "nuclear power" / U.S. and European allies formed the North Atlantic Treaty Organization (NATO) to establish a united front against Soviet expansion / both sides started building ballistic missiles capable of striking one another with nuclear warheads / after the U.S. launched the Bay of Pigs invasion, Russia put missiles and warheads on Cuba precipitating the Cuban Missile Crisis in October 1962 / according to Robert S. McNamara, U.S. Secretary of Defense at the time, full-scale nuclear war was narrowly avoided by extreme luck²⁵ / mutually assured destruction was firmly established between the U.S. and Russia and the nuclear arms race intensified / unable to attack each other directly both took warring actions in other countries especially within the 3rd world / the USSR sent troops into East Germany (1953), Hungary (1956), Czechoslovakia (1968), and Afghanistan (1979) / the U.S. overthrew the government of Guatemala (1954), invaded Cuba (1961), invaded the Dominican Republic (1965), waged covert and overt war on Vietnam (1954-75) and invaded Granada (1983) / there was a major split between the USSR and China in 1960 which diminished the unity of the communist bloc / western Europe and Japan prospered greatly in the 50's and 60's / the USSR and the U.S. signed the Nuclear Test Ban Treaty of 1963, banning above ground nuclear testing, but continued to stockpile conventional and nuclear weapons for the next 25 years / fear surpassed rational thought on such matters as arsenals grew to sizes capable of destroying the earth hundreds of times over / the SALT I and SALT II agreements of 1972 and 1979 saw the U.S. and USSR set limits on

anti-ballistic missile systems and on strategic missiles capable of carrying nuclear warheads / the Cold War starts to defrost a bit with Mikhail S. Gorbachev in the late 1980's who began efforts to democratize the Soviet political system / Soviet block countries in eastern Europe began to fail / democratic governments arose in East Germany, Poland, Hungary and Czechoslovakia / the Berlin Wall fell in 1989 and the Soviet Union collapsed in 1991 giving rise to 15 new independent nations / Russia got a democratically elected anti-communist leader and the Cold War officially ends (Source: "Cold War" from *Encyclopedia Britannica Deluxe Edition 2004*, CD-ROM, Chicago: Encyclopedia Britannica, 2004)

Colonialism

Colonialism is the practice of sending people from one country to another country to exist as a colony and to assume control of that land / when you are a "colonial power", it means you have the equipment and resources necessary to transport people to a new land, keep them supplied and provide them protection / in the 10th century B.C., Phoenicians established colonies all around the shores of the Mediterranean and the ancient Greeks and Romans followed suit in their own times / establishing a colony on someone else's land is an extension of military power and is usually done for economic reasons – reasons like extracting resources (timber, gold, furs etc.), producing agricultural goods (tea, coffee, tobacco, fruits, spices etc.) or establishing new markets for the products of the homeland / most of the land masses on planet earth had already been populated by "modern humans" many thousands of years before any colonial powers had developed / that meant that wherever colonial powers like Britain, France, Spain and Portugal established colonies, there were already indigenous people living in those lands / the imperialist attitude was that colonizers were naturally superior to these native populations and had the right to do anything they wanted / when a colony took over a new land, it could enslave the native population, kill the native population or try to assimilate the native population into their society / often, slaves were brought from other lands into newly colonized areas to do the work / centuries ago, Britain colonized America, Australia, New Zealand and other places / in America, the indigenous people were killed off and many slaves were brought in from Africa / as time passed, the colonies in America revolted against Britain and established the United States as an independent country / however, the process of exterminating native people and importing slaves from Africa continued / that's why the vast majority of today's "Americans" are of European descent with a smaller population of Native Americans, African Americans and other minorities / in other locations, like Central and South America, the colonial powers (usually Spain or Portugal) did not exterminate the indigenous populations – they settled in the midst of them / the populations of these places today reflect the comingled language, culture and heritage of this colonial past / most countries of the world today are either a former or current colonial power or a former or current colony of a colonial power / many former colonies have succeeded in revolting against their colonial powers and establishing their independence / the U.S. took this step in the 1700's – many other countries have had much more recent attempts / it is costly and difficult to use military force to maintain a colonial hold over another country / the modern "neo-colonialist" approach is to use economic force to exert control / for example, foreign aid can be used to help newly independent countries form healthy economies and societies that benefit their citizens / or foreign aid can be used like "loan sharking" to strap newly independent countries with huge debt, saddling their governments with colonial- style economic controls and dictates / these lending policies are designed to help colonial powers continue to extract wealth from these

countries without using expensive and unpopular military force²⁶ / this reflects that pervasive imperialist attitude that has caused such immense suffering on the planet / it's time to finally kick the colonialist habit and genuinely fix past wrongs by granting countries independence from unfettered colonialist greed / can you say debt relief? – it's a start / Sources: Charles Verlinden, *The Beginnings of Modern Colonization* (1970), "Colonization," Columbia Encyclopedia, Sixth Ed. (2001-2005), (<http://www.bartleby.com/65/co/coloniza.html>), and "Colonialism," *Encyclopedia Britannica Deluxe Edition 2004*, CD-ROM, (Chicago: Encyclopedia Britannica, 2004)

Common Good

The "common good" or "public good" refers to things which benefit all members of a society / national parks are land that has been set aside for the common good of all / quality public education is part of the common good / some cities have public spaces called the "commons" / systems like highways, sewage treatment plants, mass transit systems, health systems, electricity distribution systems, public parks, public libraries and public access to beaches and others support the common good / privatization (ceding control of public assets to private parties) benefits private parties at the expense of the common good / privatization is motivated by material profit taking precedence over the noblest motivation of all, which is the common good²⁷ / see the article, "The Common Good" by Claire Andre and Manuel Velasquez from the Santa Clara University Markkula Center for Applied Ethics for a more complete discussion of this topic at <http://www.scu.edu/ethics/publications/iie/v5n1/common.html>

Corporations -
Background

The word "corporation" in this section refers to a publicly traded, for-profit corporation / the term corporation comes from the Latin *corporare* meaning "to form into a body" / the informal definition of corporation is a protruding stomach or pot belly – keep that in mind for later²⁸ / no other story in the history of America is quite as important as the story of corporations / this is because corporations have risen from their humble "man-made" beginnings to becoming the dominant force in the world that is now determining the future of the human race / it's a real-life "Frankenstein" story with uncanny parallels to the original / on December 31st 1600, Queen Elizabeth granted an English Royal Charter to the British East India Company to establish a trading business between England and East India²⁹ / to ensure its success, the company was granted a monopoly on all trade with East India and it was formed as a "joint-stock" company / a "joint-stock" company meant that many people could invest money into the same business by buying certificates of ownership or shares of stock³⁰ / the resulting large amounts of money allowed the company to do expensive things like build a fleet of ships and sail them around South Africa back and forth between England and India / profits from operations were shared with shareholders based on the amount of stock they owned / liabilities for business losses were also shared, but in a limited way / each shareholder was only liable for losses up to the face value of their investment which insulated them from personal financial ruin if the company failed³¹ / joint-stock companies helped minimize the risk of investing in risky opportunities like the colonization of foreign lands and international trade / compare a joint-stock company to an individual (a sole proprietor) doing a trading business / an individual would have to risk a personal fortune and borrow lots of money to build a ship and if that ship sank or were stolen by pirates that individual would be liable for all accumulated business debts and go completely broke / another advantage of a joint-stock company was that it was managed by a board of directors elected by the shareholders / individual shareholders (investors) need not participate in day-to-day operations and if they no longer wanted to be a part of the company, they could just sell their shares to another investor / compare this to the

entrepreneur who is intimately tied to his day-to-day business operations and cannot pull out his investment on a moment's notice / the entrepreneur is personally committed to the success of his business - the stockholder investor is personally committed to making money without having to be involved in the business / the joint-stock company was a very attractive legal mechanism for investment for the wealthy and became a successful financing model for colonial exploration everywhere / in 1602, the Dutch East India Company was the first to issue stocks traded in a stock exchange and in 1607, the Virginia Company sponsored the colony of Jamestown which was the first permanent English settlement in North America³² / Jamestown was located on land leased from the British East India Company and it was named for King James I who took the throne of England after Queen Elizabeth / joint-stock companies grew in their power as they assumed more of the tasks of government such as *lawmaking, forming a military, minting money and entering into treaties* / the British East India Company became extremely powerful over the years and is noted for establishing the ports of Singapore and Hong Kong, cultivating the production of tea in India and precipitating the Boston Tea Party which was a major spark for the American Revolution / the British East India Company had North America as one of its major bases of operation and as a major customer base for their India-grown tea / a 1681 law enacted by the British government made it a crime to import products into the colonies without a license / in the following years, many American colonist entrepreneurs came to ignore this law and bought wholesale tea and other products from other trading companies and sold it in the colonies at reduced prices / the British East India Company lobbied the British Government to pass the Tea Act of 1773 which gave the company a monopoly on the American tea market and exempted it from paying British taxes on tea / this helped the company at the expense of American small businessmen and inflamed the sentiments of economic unfairness that inspired the Boston Tea Party³³ / on December 16, 1773 three groups of men disguised as Indians (so they could not incriminate each other if anyone were caught) boarded three docked British vessels and tossed 342 open chests of tea into the harbor / 90,000 pounds of British East India Company tea was destroyed by angry American colonists to make a point – they wanted a local marketplace where entrepreneurs could prosper without the unfair competition from a single giant monopoly / the British response to the Tea Party was to close Boston harbor and demand payment for the lost tea / the demand was refused and tensions simmered until a year and a half later when colonists engaged the British in armed conflict at Lexington and Concord starting the Revolutionary War on April 19, 1775 / one of the major triggers for the American Revolution was a huge transnational company monopolizing business opportunities from American entrepreneurs / the war officially ended in 1783 and America was finally its own country and working toward getting a constitution composed on which all states could agree / there were different philosophies in play about what exact form the new government should take / Thomas Jefferson subscribed to Enlightenment ideals and the concept of “natural law”³⁴ and the belief that people had natural rights including the right to “life, liberty and the pursuit of happiness” / Jefferson felt there were three main threats to these natural rights including oppressive governments, organized religions and commercial monopolies³⁵ / he and Madison wrote the Bill of Rights and attempted to incorporate “freedom from monopolies” into the U.S. Constitution / the Federalists, like John Adams and Alexander Hamilton, worked hard to successfully keep this right out of the picture / the Federalists believed that power should reside in the wealthy elite of society who are better equipped to make wise decisions, and the Democratic Republicans, like Thomas Jefferson, believed in the power of the governed to make

the wisest decisions on their own behalf / these two “views of the world” literally define the history and nature of the American democracy / America started with a constitution that effectively transferred power from British Royalty to the wealthiest white male Americans (primarily the major landholders of the day) as this group was the only one allowed to participate in the new government as legally defined “people” / the power of government (the right to vote and to run for office) was held exclusively by the wealthiest Americans and government was arranged into three branches to give a “balance of power” for wiser decision making / the whole arrangement was designed to prevent a single person (a despot/tyrant/king) from taking over the governmental decision making process / the laws in the colonies were generally inherited from British common law, and over the course of American history there would be a dramatic transformation in the concept of property and the concept of corporations / as former Harvard Law professor Morton J. Horwitz put it in his classic work, *The Transformation of American Law*, “During the eighty years after the American Revolution, a major transformation of the legal system took place which reflected a variety of aspects of social struggle. That the conflict was turned into legal channels (and thus rendered somewhat mysterious) should not obscure the fact that it took place and that it enabled emergent entrepreneurial and commercial groups to win a disproportionate share of wealth and power in American society”³⁶ / the story of this transformation parallels the evolution of the American corporation / in the beginning, corporations in America were few and focused on public functions like milling grain, transporting goods and completing large construction projects / corporations came into being through a charter granted by a state and this charter could be easily revoked if the corporation acted contrary to the public good / there were strong controls placed on corporations through state regulations designed to prevent them from becoming too powerful and affecting government decisions / remember, a corporation is a legal framework where a group of people can invest their money in a business that operates under its own legal identity separate from them / a corporation is an artificial person who can enter into contracts, sue and be sued, hire people, borrow money and perform other tasks / the reason a corporation is so attractive to investors is that it provides a way to make money off of business operations without having to do any work, without having to assume any excessive risk and without having to be “married” to the company / stock holders can come and go as they please and as “absentee owners” they share in the profits but not in the day-to-day responsibilities / in corporations, there is a separation between those who run the company (management) and those who own the company (shareholders) / the Founding Fathers had concerns about the potential for corporations to acquire too much power / they left it to the states to charter corporations to preserve local control, and numerous conditions and restrictions were placed on corporate activities³⁷ / for example, corporations could not own stock in each other, corporations could not make political contributions of any kind, stockholders could be held responsible for corporate acts, corporations were not allowed to harm people and corporations could only last a specific amount of time like 20 or 30 years / these were among many other restrictions of the day that were designed to keep corporate power on a very short leash / again, as Morton Horwitz puts it, “The archetypal American corporation of the eighteenth century is the municipality, a public body charged with carrying out public functions; in the nineteenth century it is the modern business corporation, organized to pursue private ends for individual gain”³⁸ / it is this transformation that first moved the American corporate model from its humble beginnings to its dominant place in American society / in 1780, there were seven business corporations chartered by the states in America – by 1790 there were

forty and in the last ten years of the 18th century 295 more corporate charters were granted³⁹ / it was just the beginning of a huge trend to come as America moved from an agriculture-based economy into the industrial revolution / one of the first corporate sectors to rapidly rise in power was the banking industry where private banking corporations make money (interest) by loaning large amounts of money to businesses and the government / keep in mind that political power lay in the ability to make others do things on your behalf / as banking companies earned more profit and grew larger, their power and influence increased as well / many wealthy, influential men held stock in the banks, banks could decide who they would and would not lend money to and banks could hire and fire from well-paying positions all of which gave banks power / in 1816, Thomas Jefferson commented on the situation by saying, "I hope we shall crush in its birth the aristocracy of our moneyed corporations which dare already to challenge our government to a trial of strength and bid defiance to the laws of our country"⁴⁰ / the invention of the steam locomotive brought the rise of the railroad industry further accelerating the accumulation of power and wealth within a few large private corporations / huge grants of public lands were given to the railroad companies to run their tracks and the Civil War brought stupendous government orders for industrial goods and war materials of every description / railroads were very helpful to the rapid growth of the American economy, but their power and wealth swelled allowing them to set high prices and use high-priced lawyers to fight regulations, taxes and other controls through the courts / Abraham Lincoln had an inside look at this whole scenario as he was a lawyer for the railroad industry prior to becoming president / after he got elected President, the government spent vast funds on railroad expansion projects and war supplies and equipment / an estimated \$6.6 billion were spent in the Civil War effort which is 100's of billions of dollars in today's money⁴¹ / in addition to the money, many hundreds of thousands of soldiers died in the conflict from disease and combat / Lincoln seemed to sense exactly what he had been a part of when he allegedly wrote the following passage in a letter to Col. William R. Elkins on November 21, 1864 (this quote is disputed⁴²) / Lincoln allegedly wrote, "We may congratulate ourselves that this cruel war is nearing its end. It has cost a vast amount of treasure and blood. The best blood of the flower of American youth has been freely offered upon our country's altar that the nation might live. It has indeed been a trying hour for the Republic; but I see in the near future a crisis approaching that unnerves me and causes me to tremble for the safety of my country. As a result of war, corporations have been enthroned and an era of corruption in high places will follow, and the money power of the country will endeavor to prolong its reign by working upon the prejudices of the people until all wealth is aggregated in a few hands and the Republic is destroyed. I feel at this moment more anxiety for the safety of my country than ever before, even in the midst of war. God grant that my suspicions may prove groundless." / after Lincoln's assassination, all of these stated fears came to pass in a time known as the "Robber Baron" era in America / the end of the Civil War brought an end to slavery, shifted the center of American politics from the states to the national government, established the Republican party and paved the way for big-time industrial-based capitalism to rein in the U.S. / men like John D. Rockefeller, J.P. Morgan, Leland Stanford, Collis P. Huntington and numerous others made vast fortunes on the industrialization of America and created levels of individual wealth beyond previous imagination⁴³ / along with these immense fortunes came the natural tendency for "captains of industry" and their corporations to use their power to influence the Government to operate in their favor as much as possible / one of the major blocks to expanding their power was that a corporation was still seen as an "artificial person" in the eyes of the law / remember, a

corporation is a legal mechanism that allows people to earn money from a business by investing money in it and sharing a percentage of the profits (or losses) / a corporation operates as an artificial person imbued with certain legal rights so it can function as a business on behalf of its shareholders / the artificial person must be able to enter into contracts, hire employees and perform other business functions, and the artificial person also has a name, a phone number and a primary place of residence / what that artificial person does NOT have is a living body, a brain, a heart, a soul, a family or a moral conscience of any kind⁴⁴ / corporations are so potentially dangerous because they have no human feelings or needs themselves and their human owners are absent from day to day operations and psychologically and legally insulated from what a company does to make them money⁴⁵ / also, the officers and executives of a company are employees of that corporation which provides them cover from bearing personal responsibility for what the corporation does / unfortunately, as corporations grew in their power and resources, they sought ways to further increase their power and their reach into American life and politics / the most important step for any Frankenstein monster is to be brought to life which is what happened to corporations in America in a process beginning after the Civil War / the 14th Amendment to the U.S. Constitution was ratified in 1868 ostensibly to grant the recently freed slaves their rights as U.S. citizens / Section 1 of the 14th Amendment says, "All persons born or naturalized in the United States, and subject to the jurisdiction thereof, are citizens of the United States and of the State wherein they reside. No state shall make or enforce any law, which shall abridge the privileges or immunities of citizens of the United States; nor shall any state deprive any person of life, liberty, or property without due process of law, nor deny to any person within its jurisdiction the equal protection of the laws" / it is interesting to note that this amendment did not apply to women because they were not considered legal people at the time / it also did not apply to corporations as they were considered "artificial people" at this time / but, through the work of courts and lawyers, the concept of a corporation as a legal person was floated and pushed in multiple cases until the impossible happened in 1886 / in the head notes of a Supreme Court tax case decision called *Santa Clara County vs. Southern Pacific Railroad* a court reporter named J.C. Bancroft Davis (former president of Newberg & New York Railroad and former Assistant Secretary of State) wrote, "The defendant Corporations are persons within the intent of the clause in Section 1 of the 14th Amendment to the Constitution of the United States which forbids a State to deny to any person within its jurisdiction the equal protection of the laws"⁴⁶ / there was no Supreme Court discussion or vote on the matter and the author of the head notes was not even a Justice of the Supreme Court, yet this concept of a corporation as a legal person spread through the American legal system like wildfire / from 1890 to 1910 there were 307 legal cases brought before federal courts requiring interpretation of the 14th Amendment – 288 of these cases were corporations asserting their rights as "legal people" making them "super citizens" with all the rights of real people, vast resources, limited liability and full access to the American political process⁴⁷ / when corporations have the status of "super citizens," their needs get met first and since they are not alive, they have no innate concern for things like clean air, clean water, a healthy food supply, a toxin-free living environment or any other primary human need / their only concern is for ever-increasing profits / the practice of "charter mongering" ensued where certain states (especially New Jersey and Delaware) changed their chartering rules to attract corporations from other states⁴⁸ / some of the rule changes allowed corporations to own stock in one another, to live forever, to have interlocking boards and other advantages / once the monster of corporate personhood was given life, it naturally sought to ensure its own

survival / in the Presidential election of 1896, Mark Hanna was the wealthy former industrialist turned chairman of the Republican National Committee who raised 3.5 million dollars from corporate donors to help get the pro-business candidate, William McKinley, elected⁴⁹ / this vast sum of money allowed Hanna to outspend his opponent, William Jennings Bryant at least 12 to 1 and employ over a thousand people to deliver pamphlets, handbills, posters and stump speeches to demonize and minimize his opponent / the presidential election of 1896 was the first time huge corporate money, extensive national planning and widespread media use was brought into the presidential election process / it started a trend of extensive corporate involvement in American elections that has continued to grow up until today / while the industrial revolution was bringing corporations and their wealthy investors to new economic heights in America, most of the country was being left far behind / America was literally a third world country before the term was invented / society was divided between the few of extreme wealth and the vast majority of impoverished citizens providing their labor for low pay and under often dangerous and unhealthy conditions / long hours, dangerous machinery, extreme work environments and many other factors gave rise to a rapidly growing labor movement working to improve these conditions / corporations fought for their interests by hiring security services and employing state-sanctioned violence to keep workers in line⁵⁰ / corporate monopolies flourished in the "Roaring 20's" and speculation was widespread / investors were borrowing money from banks to invest it in the stock market, and many banks and other institutions were investing in the stock market themselves / when the market came crashing down in October of 1929, the Great Depression was begun in America and its negative effects spread out across the world / by 1933 many fortunes were lost, 11,000 of America's 25,000 banks had failed and 12 to 15 million people (25-30% of America's workforce) were out of work⁵¹ / in 1930, Huey Long was elected as a Senator from Louisiana where his reputation as a champion of the common people came through loudly⁵² / he favored redistributing the wealth of the country by placing ceilings on personal incomes and inheritances and providing for a minimum income for all citizens / in 1934, he told the Senate that the country was doomed unless the wealth was redistributed and he quoted research suggesting that "2% of the people owned 60% of the wealth" / in August of 1935, Long announced his candidacy for the presidency, in September he fell to an assassin's bullet and in 1936 Franklin D. Roosevelt was reelected to the second of his four terms in office to continue his New Deal policies / his legacy includes the National Labor Relations Act of 1935 (the Wagner Act), the Social Security system, large public employment projects and increased regulation of Wall Street / the American economy dramatically improved with WWII as American corporations became the principle financiers and armaments suppliers of the war⁵³ / the Pentagon was built in 1943 and became the seat of American military might and the largest single source of government contracts that corporate America had ever seen⁵⁴ / America used the atomic bomb in August 1945 on two Japanese cities (after first firebombing Tokyo and over 60 other cities killing many hundreds of thousands of civilians⁵⁵) closing out WWII which then moved into the Cold War (1947-1991) which became the backdrop for the Korean War (1950-53), the Vietnam War (1965-1973) and other wars since / the atmosphere of extreme fear of communism and of Russia taking over the world drove extreme expenditures in weapon systems including bombers, hydrogen bombs, aircraft carriers, nuclear submarines, intercontinental missiles and all types of military equipment and supplies / in 1961, President Dwight Eisenhower gave his "Farwell Address to the Nation" in which he used the term "Military Industrial Complex."⁵⁶ In this speech he said, "This conjunction of an immense military establishment and a large arms industry is new in

the American experience. The total influence – economic, political, and even spiritual – is felt in every city, every Statehouse, every office of the Federal government. We recognize the imperative need for this development. Yet we must not fail to comprehend its grave implications. Our toil, resources and livelihood are all involved: so is the very nature of our society” / for better or worse, the defense industry has literally become the engine of the American economy since WWII with vast military spending and the research and development of inventions like computers, telecommunications, the Internet, satellites, GPS systems and many more⁵⁷ / when the Cold War ended in 1991, the so called “peace dividend” never materialized as military spending continued to increase to face the newly identified enemy of international terrorism / huge American corporations continue to be the largest arms manufacturers in the world; they keep U.S. supplied in oil and synthetic petrochemicals; they plant billions of acres of genetically modified crops and they control virtually all of the media outlets in America⁵⁸ / none of this is necessarily good for the health of the earth and human beings, but it does bring in profits to a few giant corporations / the trend of globalization has now firmly set in where transnational corporations now move their manufacturing operations anywhere in the world where the cheapest labor and most lenient operating regulations can be found / it seems there is no depth a transnational corporation won’t sink to, to improve their bottom lines – after all, they are big money machines with one-track minds⁵⁹ / in 1938 the Temporary National Economic Committee was formed and held Congressional hearings on the concentration of economic power in America – the final 1941 report, *Investigation of Concentration of Economic Power* concluded that, “The principal instrument of the concentration of economic power and wealth has been the corporate charter with unlimited power”⁶⁰ / the economic changes in this country over the past 30 years have shown transnational corporations to be wealth concentrating machines of astounding effectiveness / in 2000, the top 1% of Americans had more money to spend than the bottom 40% - more than double the 1979 level / in 1979, the average annual income for the top 1% was around \$286,000 - in 2000 that number had tripled (300% increase) to an average income of over \$862,000 / the bottom 40% average income increased from \$18,695 to \$21,118 (13%) in the same timeframe⁶¹ / in 2002, the average income for the top 0.1% (top thousandth of taxpayers – approx. 145,000 households) was \$3 million, up 250% from \$1.2 million in 1980 / looking at the top .01% of households (one ten thousandth of tax payers representing about 14,000 households) really tells the story / from 1950 to 1970, for every additional dollar earned by the bottom 90% of households in America, the top .01% earned \$162 – from 1990 to 2002, for every extra dollar earned by the bottom 90% of American households, the top .01% of households added \$18,000⁶² / in 2005, the average corporate CEO pay in America was around \$11 million a year or 262 times the average pay for a corporate worker which is around 40,000 yr – in 1965 a CEO made on average 29 times the average worker’s pay⁶³ / using this same data and assuming an entry level hourly wage at these corporations of \$10/hr or \$20,800/yr – the average CEO pay was 528 times the entry level employee’s pay / the minimum wage in the U.S. is \$5.15/hr or around \$10,700 per year - the average CEO (2005) earned \$3840/hr (assuming 260 work days/yr and 11 hours/day) and makes that same \$10,700/yr minimum wage annual income in less than three hours of work / the average hedge fund manager in the U.S. earned \$363 million in 2005 with a few earning over a billion dollars for the year⁶⁴ / the top 10% of American households hold over 80% of the stock market wealth⁶⁵ / this stunning wealth concentrating power of transnational corporations has to do with the key advantages they now enjoy over living, breathing people in America – here’s a short list 1) A corporation

can live forever 2) a corporation can hire professional lobbyists to influence governmental decision makers on their behalf 3) corporations can donate vast sums of money to election campaigns, give parties and entertainment or offer employment opportunities as methods of coercion and ingratiation 4) corporations can use advertising and public relations firms to create artificial consumer needs, build and maintain a corporate image and manage all corporate communications 5) corporations can expand their size and power by consuming competitors and eliminating employees 6) corporations can use top legal talent to avoid or reduce taxes 7) a corporation can change its name, relocate to other countries or break itself into multiple pieces 8) corporations can give financial and other support to “think tanks” and other public opinion-tuning devices 9) a corporation can provide extreme high pay to its CEO and top executives while providing them virtual anonymity from the public eye 10) a corporation can move capital around the globe with impunity 11) a corporation can own huge chunks of media outlets to manage public perceptions and limit the range of public discourse by framing the debates, and 12) a corporation can write off many of these aforementioned advantages as business expenses / this is the short list of what corporations can do on their own – they are even more powerful when they band together as trade groups, business associations and governing bodies like the World Trade Organization / much of this accumulated corporate power goes back to those two sentences **in the head notes** of *Santa Clara County vs. Southern Pacific Railroad* which literally gave illegitimate birth to the corporation as a legal person / it is true that in the beginning of America, the “We the People” of our Constitution referred to only a small percentage of the human beings alive in America at the time – poor white men, people of color and women could not vote nor officially participate in the political process - but neither could corporations / over the course of American history, poor white men, people of color and women have worked and struggled to gain their civil rights and become legal people in the eyes of the law / unfortunately the non-living beings among us, corporations, have also worked (through courts and lawyers) to achieve their civil rights / since the Industrial Revolution, America has been a business-run society and the assumption that *what is good for big business is good for America* has been drilled into our heads⁶⁶ / but it’s not about whether it’s OK to make lots of money in business; that’s part of the American dream - it’s really about HOW the money is made in business / for example, selling cigarettes earns huge profits for a few corporations but it kills millions of people⁶⁷ / producing petrochemicals is profitable to a few corporations but many of these synthetic chemicals are poisonous to humans and other life forms⁶⁸ / clear cutting an ancient redwood forest brings short-term profits to a few corporations but it is very bad for the people involved⁶⁹ / burning up all of the remaining oil on planet earth will earn vast profits for a few oil corporations, but it could permanently destroy the earth’s ability to support life as we know it⁷⁰ / it really does matter how profits are earned and since corporations are not alive, have no feelings and have no need for life support systems, they are not concerned with the same things that matter to living human beings / the only thing more dangerous than a person without a conscience who loves money and is willing to hurt others to get it, is a corporation without a conscious that loves money and is willing to hurt others to get it / a current illustration of this is the Pascua-Lama mining project going on in Chile⁷¹ / in this case, a transnational corporation is going to dig gigantic holes through two pristine glaciers in order to extract gold, silver and copper deposits that exist in the ground below / the glaciers feed two pure freshwater rivers that support indigenous farmers and all the human beings and wildlife that live downstream / if this 20-year project goes through, the glaciers will be severely degraded and these previously pure rivers will

carry diluted chemical waste products such as cyanide and sulfuric acid away from mining operations / the assumption here is that a corporation has the right to go into a country, make a deal with that government and destroy irreplaceable and pristine natural resources in order to earn profits for their shareholders / this is what happens again and again when the right to acquire and accumulate property takes precedence over the rights of living, breathing human beings / the rise of corporate power in America is the greatest threat there is to our government that is supposed to be “of, by and for the people” / a government that is really of, by and for the people will hold the well-being of people as its primary concern – a government that is of, by and for the corporations will hold increasing profits for the biggest corporations as its primary concern / a government that is of, by and for the people is called a “democracy” - a government that is of, by and for big corporations is called “fascism” which is something America spent a lot of blood and money to fight against in WWII⁷² / a corporation is a legal entity that allows investors to pool their resources to finance business operations and earn money off of the work of others / the ability to pool capital and use it in this way is the essence of capitalism and there is nothing inherently good or bad about it – it’s all in how this remarkable privilege is used / corporations, like people, are capable of doing great things or capable of doing terrible things / but when people kill, hurt or steal from even one other person, they are typically arrested, fined or jailed – modern corporations are hardly held to the same standard⁷³ / a corporation has no body to jail, no conscience to appeal to, no soul to take responsibility and no nerves to feel pain or be coerced through / the modern, for profit, publicly-traded corporation is a man-made machine built for the sole purpose of accumulating and concentrating wealth / giving money-obsessed machines the same rights as human beings in our system is a complete blasphemy against the founding principles of America / ask any American veteran if this was what he or she thought they were fighting for, and they will surely say no / it is quite likely they were fighting to preserve and protect the idea of a democracy where the government really is by, of and for the people and the people really do have freedom and the right to life, liberty and the pursuit of happiness / millions fought and have been wounded or died for these ideals and allowing corporations to be considered “legal people” in America makes a mockery of them all / continuing our future as a country without correcting this obscene distortion of our system is using the people’s blood, sweat and tears to pave the road to our own demise

Corporations -
Basic Structure

The very structure of a large modern corporation presents a series of concerns to rational human beings / first of all, in large modern corporations, there are millions of stockholders contributing their money, yet individual stockholders hold little power in how their money is spent by the company / leaders of large corporations are placed in charge of large amounts of other people’s money which is usually never an ideal scenario / compare this to a standard business partnership where all of the leaders of the company are contributing their own money – which entity do you think gets managed more carefully? / when business people have their own livelihood and resources involved, they have a “vested interest” in the long-term outcome of their actions and tend to do a far more responsible job / another troubling aspect of modern large corporations is that the officers of a company are rarely held personally responsible for corporate wrongdoings / the company did it, the company is responsible – but a company does not have a soul to appeal to nor a body to throw in jail / a company cannot be punished because it cannot feel; only human beings can feel / another disturbing aspect of corporations is that, by law, they must put earning returns above all other concerns / the CEOs are required to maximize short-term

profit, regardless of the long-term implications of their actions / by law, corporations cannot be concerned about human beings more than they are concerned about profit⁷⁴ / by definition, this makes corporations pathological in their pursuit of profit / huge corporations wield huge influence over governments and individuals and work to insure their interests are always served first – even if human life is hurt or destroyed in the process / the final concern about the inherent structure of modern large corporations is that they are top-down authoritarian dictatorships with one person at the top determining the actions and culture of that company / the well-being of thousands of employees and millions of customers are the responsibility of one CEO who makes the bulk of all the decisions / if the CEO is incompetent, lots of people suffer and have no easy recourse for their grievances / large corporate CEOs have huge amounts of power and are paid huge amounts of money / when you combine this fact with the level of control and influence large corporations wield over the American political process – it gives great cause for concern / it means large corporate CEOs are “super citizens” and able to always get the ear of politicians through their corporate donations, lobbyists, fundraising activities, employment opportunities and other methods / the concept that “money is equal to free speech” plays right into this structure and gives CEOs of huge corporations a huge advantage in having their concerns take precedence – often at the expense of the public good⁷⁵

Corporations -
Centrally Planned
Economies

Some of the primary criticisms of the former communist Russia was that the country was run by a dictator, the economy was centrally planned and the citizens had no private property rights / the state owned the means of production and a few government officials made all of the economic and production decisions for the country / capitalism, on the other hand, is based on private property rights which allows people to own the means of production and generate wealth by satisfying customers / capitalism fosters invention, innovation and investment because people are able to attain prosperity by developing successful businesses / but this process of private ownership has now produced corporations that are bigger than many countries / in fact, 51 of the largest 100 economies in the world are not within countries, they are within giant corporations / interestingly, each of these behemoth corporations is structured as a top-down dictatorship with a centrally planned economy / a few people at the top make all the economic decisions and decide how their enormous corporate resources are to be applied / this is the inherent structure of all corporations – top-down, authoritarian, dictatorships / they are not democracies - employees have no rights, no say in decisions and no opportunities for really sharing in the wealth / when you consider the huge political power of giant corporations in America (they have lots of money, lobbyists and access to leaders) it is easy to see the truth of the matter - the world's greatest democracy is under the control of a collective group of dictatorships with their centrally planned economies and CEOs making all the decisions / giant corporations have a lot more in common with centrally planned dictatorships, than with democracies / so why are they running the show in America? (Source: David C. Korten, *When Corporations Rule the World*, Second Edition (Bloomfield, CT: Kumarian Press 2001), 210-11)

Corporations -
CEO Pay

The average pay for CEOs of large American corporations is hard to state precisely due to variations in the companies surveyed, the nature of the compensation package and other factors. It is clear that CEO pay has dramatically increased in the past 40 years and the average pay for workers has not / in 1965, major America corporation CEOs were making 24 times the average pay of workers / by 1978 it had increased to 35 times and in 1989 it was 71 times / by 2005, this ratio had grown to 262 times⁷⁶ /

that is, in 2005, the average large corporation CEO made \$10,982,000 per year and the average worker made \$41,861 per year / this meant in 2005, an average CEO made more in one day than the average worker made in a year / putting that into hourly terms, the average worker earned about \$20/hr (assuming 260 work days per year, 8 hrs per day) while the average CEO earned \$3840/hr (assuming 260 work days and 11 hrs per day) / it really gets interesting looking at CEO pay compared to the minimum wage / in 2005, the average CEO earned approximately 821 times a minimum wage worker making \$5.15/hr⁷⁷ / the U.S. is the only place this seems to be happening / In 1999, average German CEOs made 13 times the pay of their average *manufacturing* employee and Japanese CEOs earned 11 times theirs - American CEOs earned 475 times theirs and this trend continues today⁷⁸ / something seems very wrong with this picture / American workers are told they must compete in a global labor pool – but American CEOs of large corporations obviously do not⁷⁹

Corporations - Corporate Culture

The actions and work style of a CEO are emulated by his/her staff and “trickle down” to form a company’s “corporate culture” / corporations are not democracies – they are dictatorships, with centrally-planned economies, and everyone wants to please the person in charge / the really existing company values are first demonstrated at the top and then others learn / people talk to one another and employees quickly recognize how things work / people follow their leader’s deeds – not their words / real corporate culture transcends posters and other office propaganda / to evaluate the “really existing” corporate culture, pay attention to what actions get punished and which actions get rewarded in the organization / a positive, genuine leader at the top will create a culture of caring about employees and customers / a negative, insincere and greedy leader will create a culture where managers look out for themselves; they hold contempt for their employees and they keep concerns and ideas to themselves / “yes men” tell the boss what he or she wants to hear, not what they need to hear / negative corporate cultures do make money, but they usually “kill the golden goose” eventually / a corporation is only as “good” as the people (employees) and the culture permit (Source: Observations distilled from author’s 15+ years of personal corporate work experience. For a more complete discussion, see, “Organizational Culture,” *Wikipedia* http://en.wikipedia.org/wiki/Organizational_culture)

Corporations - Externalities

An “externality” is a cost a business passes on to the public to pay / tobacco companies do not have to pay for the medical bills of people who got cancer from smoking their product / chemical manufacturers don’t pay for the effects of their pollution / banks don’t pay the cost of their failures / externalities are “costs” that are borne “externally” or outside the company / if all companies were held completely responsible for the actual costs of their products on people – it would be a very different world / our government might say that if you don’t allow companies externalities they can’t afford to stay in business / but why should the public constantly have to bear the price of poor business decisions, poor designs and bad ideas? / black lung, DDT, dioxin, asbestos, lead poisoning, air pollution, water pollution, just to name a few, have cost millions of people billions of dollars and countless hours of human suffering and agony / these costs were all “externalized” to the public / this allowed business practices that were highly detrimental to people to go on for years / one extensive study completed by Dr. Ralph Estes, a CPA and professor at American University, suggested the combined dollar amount of all externalities for 1994 was \$2.6 trillion (yes, that’s 2.6 thousand billion dollars) which was around 37% of the Gross National Product for that year and five times corporate profits for the year / if the public could see this remarkable inefficiency and

Corporations -
Legal Personhood

ineffectiveness, it would see modern big businesses for what they are – gargantuan externality generating machines / (Source: Dr. Ralph Estes, “The Public Cost of Private Corporations” <http://www.ratical.org/corporations/hiddenCosts.html>. The more complete story is contained in Ralph, Estes’s book, *The Tyranny of the Bottom Line: Why Corporations Make Good People Do Bad Things* (SF: Berrett-Koehler) <http://www.leadershipandchangebooks.com/Leadership-and-Change-Books/Tyranny-of-the-Bottom-Line.htm>)

The U.S. Constitution contains only two entities - people with “rights” and government with “duties” / corporations are not mentioned because they were never intended to have “rights” / a corporation is a “legal fiction” - it is not alive - it cannot suffer or feel remorse / yet today, corporations have all the rights of living, breathing human beings (this is like saying your desk has the same rights as you do) / this came about in 1886 through a Supreme Court case / as legend has it, before arguments began in *Santa Clara County v. Southern Pacific Railroad*, Supreme Court Justice Morrison R. Waite pronounced that “the court does not wish to hear argument on the question of whether the provision of the 14th Amendment to the Constitution of the United States, which forbids a State to deny to any person within its jurisdiction the equal protection of the laws, applies to these corporations. We are all of opinion that it does.” / keep in mind, the 14th Amendment was designed to reaffirm the human rights of freed slaves and it is being used here to grant these “human” protections to corporations / the Reporter of the U.S. Supreme Court at the time was John Chandler Bancroft Davis - former president of the Newburg & New York Railroad and Assistant Secretary of State / Davis wrote a memo to Waite on May 26th, 1886 asking if he got his comments right asserting corporations as people / he said, “please let me know whether I correctly caught your words and oblige [reply].” / Waite wrote back to say, “I think your mem. in the California Rail Road Tax case expresses with sufficient accuracy what was said before the arguments began. I leave it with you to determine whether anything need be said about it in the report inasmuch as we avoided meeting the Constitutional question in the decision.” Davis himself wrote **in the head notes** of the case that, “The defendant Corporations are persons within the intent of the clause in section 1 of the 14th Amendment to the Constitution of the United States which forbids a State to deny to any person within its jurisdiction the equal protection of the laws.” / this two line statement, asserted by Justice Waite and written by J.C.B. Davis, elevated the status of corporations to that of “legal people” / this is in direct conflict with the original intent of the U.S. Constitution / it opened the door to corporations using the 14th Amendment to exert their “rights” as “legal people” / these “rights” have since allowed corporations to fully participate in and dominate the political process in the U.S. / this is exactly what the Founding Fathers did not want corporations to be – reversing this situation is essential to fully reclaiming our democracy from the grip of “legal fictions” acting like they are real people (Source: Thom Hartmann, *Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights* (Rodale 2002), Chapter 6, The Deciding Moment, 95-119)

Cost-benefit
Analysis

In business, a common decision making tool is a cost-benefit analysis / this is where the cost of a particular action is weighed against its predicted benefit / because business is all about making money, the cost and benefits are usually measured in dollars, which makes sense in most cases / for example, what’s the cost of a new machine to speed up production versus the benefit of the higher production volumes? / a cost-benefit analysis works fine in these cases, but it gets strange when human life

and suffering are involved / suppose a company decides to dump toxic wastes into a river because it costs more to not pollute than it does to pay the fine (if they happen to get caught) / both the cost of the fine and the odds of getting caught are factored into the formula / unfortunately, the cost not considered here is the pain and suffering of the people downstream who ingest the toxins and get sick / in a related scenario, author Joel Bakan, in his 2004 book, *The Corporation* (NY: Free Press 2004) 62-64, describes the lawsuit of *Anderson v. General Motors* from the 1990s / in this case, it was shown that a savings of \$2.49 per car, calculated via a cost-benefit analysis, helped GM decide to not put the gas tank in a safer location on some of their cars / because of this decision, Patricia Anderson, along with her four children, suffered extensive, horrible burns due to their car's gas tank exploding in a rear-end collision / of course, the potential for this event was included in GM's calculations, where a dollar amount was assigned to human lives / but it's difficult to imagine someone putting a price on getting burned and disfigured over 60% of one's body from a blazing gasoline fire / when horrible human suffering is just a dollar sign in a cost-benefit analysis, this economic tool can become a pathological decision maker

Counting & Perceiving

When it comes to concepts like big, small, fast, slow, or how many – everything is truly relative / for example, you may see a basketball player who looks huge next to you, but to the stadium he is small, and to the earth, he is a speck / the earth is enormous to a person standing on its surface – but to an astronaut standing on the moon, the earth fits between a thumb and a forefinger like a marble / going 150 mph in a car may seem extremely fast, but sound travels at 769 mph (at sea level through 70°F dry air)⁸⁰ and the surface of the earth (at the equator) is moving at 1038 mph⁸¹ / we humans perceive our world in relative terms, and concepts of size can be difficult to grasp without meaningful comparisons / for example, light travels at about 186,282 miles per second (about 300,000 kilometers per second) or about 670,616,629 mph⁸² – a difficult speed to get your mind around / at this speed, light could go around the circumference of the earth over seven times in a second or across America over 66 times in a second⁸³ / a light-year is the distance light travels in a year which is about 9.5 trillion kilometers or 5.9 trillion miles (5,900,000,000,000 miles)⁸⁴ / it's difficult to conceive of 5.9 trillion miles, but it's like traveling from NY to LA (2800 miles) 2.1 billion times and that's just for one light-year / the next closest star to the earth, besides the sun, (Proxima Centauri), is 4.22 light-years away⁸⁵; there are 200-400 billion other stars in our galaxy (the Milky Way)⁸⁶ and there are probably more than 100 billion other galaxies in the observable universe⁸⁷ / the universe is inconceivably big and expanding rapidly with each passing second⁸⁸ / things get equally stupefying when you take a look at inner space / for example, the cell is the basic building block of all life forms, including you / about 10,000 cells from your body would fit on the head of a pin⁸⁹ / over 100 million protein molecules fit inside each cell representing 10s of trillions of atoms⁹⁰ / electrons are far smaller than atoms and billions of times smaller than electrons are theorized to be “super strings” of energy⁹¹ / take a moment to visualize all of the trillions upon trillions of inconceivably small objects working in absolute coordination to make something like your fingernail or eyelash / then take that structure and see the 100 trillion cells (that's 100,000,000,000,000 cells) that go together in perfect order to form your body⁹² / when you start wondering in this realm, you can really start to appreciate just how complex you really are / counting is another area where it's difficult to perceive what a big number means without some relative measure / for example, you can hold about 10,000 grains of sand in the palm of your hand - there are more stars in the universe than there are grains of sand on all the beaches of planet earth⁹³ / now in terms of people

– think about a giant stadium that holds 80,000 people / if you have ever been in a packed stadium this size, you know it is a daunting experience / it would take over twelve of these stadiums to hold a million people (a city about the size of San Diego⁹⁴) and it would take about 3,750 stadiums to hold the population of the U.S. (300 million people in 2006⁹⁵) / it would take over 81,250 of these stadiums to contain today's world population at 6.5 billion people (increasing at a rate of 80 million people per year)⁹⁶ / when it comes to counting things, dollars are always fun / imagine it takes you \$500,000 to get yourself a “dream homestead” with a nice house, car, furniture and clothing / if you make \$25K a year this will take you over 20 years to acquire - if you don't eat / if you make \$50K/yr, you will see this dream homestead twice as fast and at \$100K/yr you will get there in 5 years or so / now suppose you had a million dollars – you could set up two of these “dream homesteads” in the first year and if you had a billion dollars, you could set up 2000 of them / to put it another way, imagine you are stacking up one dollar bills (which, like all U.S. bills, are .0043 inches thick)⁹⁷ and 100 bills is about ½” thick (.43 inches) / that means 1000 one dollar bills is 4.3 inches tall – 100,000 bills is 430 inches tall (36 ft) – 1 million bills is 358 feet tall (4300 inches) – 1 billion bills is 67 miles tall (4.3 million inches) and finally, a trillion dollar bills would stack 67,866 miles tall (4.3 billion inches) / numbers can get out of hand and lose their meaning without figuring out ways to “see” those numbers in your head / don't just let huge (or extremely small) numbers pass you by; think about what is being said, and what it really means

Creation Event

There was a “creation event” - it brought the universe into being and it's called the “big bang” / it happened around 14 billion years ago / everything that is came from energy transforming into matter via a gargantuan explosion (think extreme rapid expansion) / the big bang was the origin of time and space / the most abundant element in the universe is hydrogen which is the result of the initial huge explosion / there is a hum from all directions in space which is the remaining big bang echo / the billions of galaxies in the universe are all zooming away from each other at ever increasing speeds / put magic marker dots (each dot is a galaxy) on a balloon and blow it up to get the idea / our universe was literally created via the real creation event – the big bang / the term “big bang” was coined by Dr. Fred Hoyle who was its most vocal opponent / Hoyle used radio broadcasts to expound on the “steady state” theory, that said the stars are stationary and infinite, and to denounce the theory that he called the “big bang” / the name “big bang” stuck. (Sources: Carl Sagan, *Cosmos*, 7-Disk Collectors Edition DVD, Studio City, CA: Cosmos Studios, Inc., 2000, Episode 10 – www.carlsagan.com, “The Big Bang Theory,” *All About Science*, <http://www.big-bang-theory.com/default.htm> and “Big Bang,” *Wikipedia*, <http://www.big-bang-theory.com/default.htm>)

Cui Bono

“Cui Bono” (coowey boh noh) is a Latin phrase meaning, “to whose advantage” or “who benefits”⁹⁸ / it's a way to analyze the motivation behind actions or policies / see who is benefiting, and how much they're benefiting, to understand the true motivation / public policy is always dressed up as “public good” but ask, “cui bono?” / who is getting the real benefit from the billions and billions of the publics dollars being spent each year? / identify who is benefiting most from how public money is being spent and you will have identified the real current decision makers in American politics / for example, think about who is benefiting the most from our current preemptive war on Iraq? /

Declaration of

On July 4, 1776 the representatives of the 13 united states declared their

Independence

independence from England and King George III with this document⁹⁹ / the preamble expresses certain beliefs like all men are created equal and have certain rights like life, liberty and the pursuit of happiness / remember “men” were white, land-holding wealthy men who were putting themselves in charge¹⁰⁰ / “Governments are instituted among men, deriving their just powers from the consent of the governed” / basically we “the wealthy men” are in charge but only with the consent of the citizens (our fellow wealthy men and the other white men that we will need to fight this war) / citizens can change things if they are not working out / “that whenever any form of Government becomes destructive of these ends, it is the right of the People to alter or abolish it and to institute a new Government” / the Founding Fathers were protesting the “despotism” of the King / despotism means that a single individual has absolute rule and control over citizens / the King is being told that his ruthless governance has forced action to, “throw off such a Government and provide New Guards for their future security” / the rest of the declaration is about how the King has acted like a tyrant / “To prove this, let fact be submitted to a candid world” / what follows is a list of 26 specific complaints about how the King has done the colonies wrong / among the complaints are that King makes all laws - King is judge and jury - King decides where we meet, when we meet, who gets land, who can immigrate - King hires and fires - King has installed his people in power positions - King has his army here - King can cut off trade - King can destroy our institutions - King has acted brutally towards citizens - King has forced people through torture to turn against their countrymen / remember, there is no instant communication at this time - ships carry letters and messengers to get word to and from the King / the instruments of the King’s power were his corporations (most of the colonies were corporate crown charters) that were acting on his behalf and wielding his power to “plant, rule and govern”¹⁰¹ / the Declaration of Independence was a revolt against the tyrannical power of the King expressed through his corporations that managed the colonies on his behalf / the representatives of the fledgling United States declared that they had had enough of colonial rule from afar / they felt, “These united colonies are, and of right ought to be, Free and Independent states” absolved from all allegiance to the British crown / the principle is that power from afar does not have the right to rule over people in other lands - those people have the right to govern themselves on their own / 56 representatives signed the Declaration of Independence from the original 13 colonies including Georgia, North Carolina, South Carolina, Massachusetts, New Hampshire, New York, Rhode Island, Connecticut, Pennsylvania, Delaware, New Jersey, Virginia and Maryland¹⁰² / these 13 colonies were literally declaring their independence from the King and the instruments of his power, his corporations

Democracy

The word democracy comes from the Greek – demos, meaning “people” and kratos, meaning “rule” / the concept of “rule by the people” originated in the city-state of Athens in 508B.C. / a lifetime of culminating events inspired Cleisthenes to devise a system to grant decision making powers to the people / it didn’t happen overnight and it didn’t last long, but it was arguably the most important 200 years in recorded history / ancient Greece was run by the wealthy ruling class known as aristocrats / it was not a society of equals, to say the least, as Aristotle reported, “The whole country was in the hands of a few people. The hardest and bitterest thing for the masses was their state of serfdom. Not that they weren’t discontented with anything else, for to speak generally, they had no part, nor share in anything” / there were a number of city-states that made up Hellena (as Greece was known then) including Corinth, Argos, and Sparta / Sparta was centered on expansion and her men were raised from childhood to

be professional soldiers / in contrast Cleisthenes, back in Athens, was raised to be an aristocrat holding only contempt for commoners / growing up, he was animated by Homer's Iliad and Odyssey with their battles, struggles and most importantly, "heroes" / heroes and their heroic deeds, fighting, conquering, deflowering young women and achieving greatness / heroes recognizing the moment to seize victory at all costs / to seize power for oneself alone was to become a real live hero / according to the historian Herodotus, in 550B.C., a man rode into Athens with a strikingly beautiful tall woman claiming her to be Athena, the patron goddess of Athens / with her authority, he demanded rule over the city-state and he was welcomed / the man was Peisistratus and the woman was just a tall girl from another village / Peisistratus was savvy and needed political support to establish and keep power - he turned to the common Athenians / he reduced taxes and offered free loans to help people improve their farms / giving ordinary people the opportunity to better their lives literally bore major fruit for the ancient city / many trees were planted and Athenian olives and olive products like cooking oil, lubricants, soap and fuel became hot commodities of the ancient world / everyone traded for olive products and goods came in from places like Syria, Egypt and Persia / this trade increase brought a surge in vase making for product transportation needs / potters held very low status in Athenian society and the content of their vessels was treasured far more than the vessels themselves / but competition amongst these artisans drove them to greatly advance the quality of their artwork / a fresh, natural realism emerged which remains remarkable today as shown by these vases' seven-figure current prices / Cleisthenes grew up under this benevolent tyranny and saw his near-quaint city bloom into an economic power of the ancient world / as fate would have it, in 527B.C., Peisistratus dies and his son Hippias takes his turn at the helm / Hippias continues his father's traditions but with less than his whole heart / when his bother is murdered in 514B.C. his heart takes a dive for the dark side / Aristotle said, "After this, the tyranny became much, much harsher, for Hippias ordered numerous executions and sentences of exile in revenge for his brother and he became embittered and suspicious of everybody" / the freedoms the commoners had gained were now lost and a tyranny centered on self-preservation ensued / in 510B.C., Cleisthenes took the path of Greek heroes by conspiring while the iron was hot and overthrowing Hippias securing power for himself / other aristocrats were immediately on his heels, the most ambitious of whom was Isagorus / Isagorus needed an army to steal control away from Cleisthenes so he turned to the Spartans who were happy to help / they seized control and the new ruler's first order of business was to get rid of 700 aristocrat households, especially including Cleisthenes / with their city under a despotic dictator protected by Spartan warriors, the common people somehow rose up and did the impossible / in 508B.C., the common people of Athens fought hand to hand against the Spartans and overthrew their terrible tyrant / the common people (often referred to as "the mob") were now in control of Athens, but they had no organized leadership / they brought Cleisthenes out of exile to change this situation and he faced an amazing challenge / it was obvious that he couldn't just put things back with a single tyrant in charge / instead he conceived and implemented a means for commoners and aristocrats to all participate in the governing of the city / he had to give his fellow Athenians a way to have a stake in shaping their own future / a meeting place was carved out of a hillside where citizens (men only) gathered to debate the issues of the day / with elegant

simplicity, white (yea) or black (nay) stones were cast by these citizens (rich and poor alike) and counted to decide the course of action to be taken / every nine days people gathered to discuss and vote on state matters like taxes, roads, commodity prices, and other issues / this was “direct” democracy because the people were the government / they were actually making government decisions with their direct vote / although this democracy lasted only 200 years, it served to unleash tremendous intellectual, cultural and creative potential from within Athenian society and gave a timeless example of what democracy looks like (Source: Cassion Harrison, dir., *Empires – The Greeks: Crucible of Civilization*, DVD, Paramount Home Video, 2005)

Democrats vs.
Aristocrats

Thomas Jefferson developed a conception of “democrats” versus “aristocrats” / aristocrats were leaders who distrusted and feared the people and sought to draw power from them into the upper classes of society / democrats, on the other hand, believed in the people, identified with them and had confidence in them¹⁰³ / the U.S. was founded on the ideal that “we the people” should be in charge / but these “we the people” were the wealthy, land-holding, white men (“the better men”) who were given all the power / James Madison felt that the purpose of government was “to protect the minority of the opulent against the majority”¹⁰⁴ / John Jay was a bit more direct about it when he said, “The people who own the country ought to govern it”¹⁰⁵ / the aristocrats were advocates of the rising capitalist state where political and economic power continued to be used to keep the rich rich and the population down and fractionalized / Alexander Hamilton considered the people to be “a great beast”¹⁰⁶ / flash forward to the 20th century and intellect Walter Lippman advises that, “The public must be put in its place... so that each of us may live free of the trampling and the roar of a bewildered herd.”¹⁰⁷ / in other words, people must be kept out of governing themselves because the next thing you know, they are going to want more of a share of life’s blessings / this aristocrat – democrat breakdown still exists with one part of the political spectrum still seeking to control and dominate the people and the other part trying to improve the lives and prospects for the average American / the battle line is whether government takes care of the wealthy elite or helps the common people / the latter seems like the more democratic thing to do / aristocrat versus democrat is domination versus cooperation, top down versus bottom up, conquer nature verses respect nature / the bottom line is that aristocrats believe in rule by the elite in society and democrats believe in rule by the people in society / Alexander Hamilton made his thoughts on the matter clear when he said, “The voice of the people has been said to be the voice of God; and, however generally this maxim has been quoted and believed, it is not true to fact. The people are turbulent and changing, they seldom judge or determine right”¹⁰⁸ – how aristocratic can you get!

Dogma /
Doctrine

According to the American Heritage Dictionary, “dogma” is *an authoritative principle, belief, or statement of ideas or opinion, especially one considered to be absolutely true* and “doctrine” is *a principle or body of principles presented for acceptance or belief, as by a religious, political, scientific, or philosophic group*. In other words, both terms mean essentially the same thing which is pre-established set of opinions that serve as immutable tenets of behavior and belief / dogma (especially historical church dogma) is non-flexible and immune from challenge (unless you like to be burned at the stake!)¹⁰⁹ / authority’s assumptions are considered truth no matter what the facts say / dogma inspires ignorance because discovered truths must be ignored if they conflict

with established teachings / for over 1000 years, a church-enforced view of the cosmos had the sun orbiting the earth, the planets as perfect spheres and the orbits of the planets as perfectly circular¹¹⁰ / this inflexible perspective was eventually proven, through observation and experimentation, to be absolutely incorrect in every way / powerful dogma and institutionalized ignorance go hand in hand as dogma requires the blind obedience of its followers no matter what new information is learned

Double Bind

A double-bind is a psychological dilemma in which you receive conflicting messages from a single source that allows no appropriate response / double binds help render people ineffective / a classic double bind is a religious tradition that advocates having large families but advises that sex is not to be enjoyed / fashion magazines have skinny models on the cover and home magazines have rich deserts on the cover - it says women are supposed to be skinny and still cook rich foods for their families / men say they desire a woman to be sexy - but not overly experienced / it's OK to have sex exploited all over the media – but sexually satisfying yourself is supposed to be bad / you're supposed to meet a compatible partner for life yet your not supposed to explore your sexuality until you get married / double binds retard independent action through imposed frustration and guilt / you can only be in a double bind if you allow it / to escape a double bind, look at the situation and make up your own mind (Source: "Double Bind," *Wikipedia*, http://en.wikipedia.org/wiki/Double_bind)

Drugs

A drug is a chemical agent that affects the functioning of living things and the organisms that infect them / drugs are used in American society as medical treatments, recreation, components of spiritual rituals and other functions / the pharmaceutical industry is the currently the most profitable industry in America¹¹¹ / the pharmaceutical industry also spends more money lobbying congress than any other industry in America¹¹² / we are a "drug oriented" society when it comes to medical care / the practice of advertising specific prescription drugs directly to customers has encouraged "patient driven" drug selection to compete with "doctor driven" selection / the most popular "mood altering" drugs used in society are caffeine, nicotine and alcohol¹¹³ / illegal drugs used include marijuana, cocaine, LSD, amphetamines, barbiturates and others / there is not always a correlation between the public danger of a drug and it's illegality / cigarettes contribute to about 450,000 deaths per year in America (over 5 million worldwide) costing hundreds of billions in medical care and immense pain and suffering¹¹⁴ - cigarettes are legal in all states / alcohol abuse costs society billions of dollars per year (\$184 billion in 1998) in health expenditures, lost work hours, family discord, increased crime, property damage, death and injuries¹¹⁵ - alcohol is legal in all states / Vioxx was a pain killer approved by the FDA that had to be pulled from the market in 2004 due to the high number of deaths it caused as a side effect¹¹⁶ / you must use your head when it comes to using drugs of any kind / many drugs are highly addictive (like nicotine, heroin and cocaine) and can cause ruined lives and death / drugs can also remedy illness, mitigate suffering, enhance life experiences and alter perceptions / be very careful about what you choose to put into your body / for over thirty years, America's domestic law enforcement agencies have been tasked with fighting a military style "drug war" against illegal drugs / this war stresses punishment and incarceration over treatment and has helped to create one of the largest prison populations on the planet¹¹⁷ / one solution is to run a cost-benefit analysis to society for this policy / how much real good is happening from spending billions of public dollars to jail hundreds of thousands of people whose offense was to take a drug? / who are the victims and who

are the beneficiaries of this policy? / there are more productive ways to spend tax payer's money and the valuable time of law enforcement officials / in a rational world, each drug is judged on its actual benefits versus its actual risk to users and to society / of course it's best to be "drug free" but a certain portion of any human population will use recreational drugs, like alcohol, for example / prohibition outlawed the use of alcohol in the U.S. but it caused more problems than it solved / organized crime benefited greatly and people continued to drink / many people use drugs to escape suffering, sadness and other negative feelings / a rational approach to reducing dangerous drug abuse would be to use public money to build opportunity and realistic hope for as many citizens as possible / if you want to reduce drug abuse – offer treatment instead of incarceration and give people real opportunities to advance their lives in constructive ways

Drugs - Alcohol

Alcohol has been used as a drug virtually worldwide throughout most of human history / the majority of drinkers are light or moderate users who enjoy its effect / numerous religious and spiritual rituals include alcohol / alcohol comes in the form of beer, wine and liquor and is the result of a fermentation process involving yeast and some fruit or grain / the downside of alcohol is that a minority of drinkers are problem drinkers contributing enormous costs to themselves and to society / alcohol abuse causes physical and mental health disorders in the drinker and exacts a heavy toll on family members, friends and work associates / it causes some people to commit crimes and to be violent and disorderly / alcohol also severely impairs one's driving ability / the total economic costs of alcohol abuse in the U.S. was estimated at \$148 billion (per year) in 1992 and updated to \$184 billion (per year) in 1998¹¹⁸ / according the Center for Disease Control, alcohol is involved in more than 75,000 fatalities and over 5 million injuries per year making it the third leading cause of preventable death and the leading risk factor for serious injury in the U.S.¹¹⁹ / alcohol was outlawed in the U.S. during Prohibition (1920-1933)¹²⁰ / during this period people continued to drink, drinkers became criminals and organized criminals grew wealthy / attempting to stop alcohol consumption seemed to cause more problems than it solved / controlling the consumption by limiting access, encouraging responsibility in drinking and offering treatment to abusers is perhaps a more realistic approach

Drugs - Cigarettes

A cigarette is a rolled paper tube of dried tobacco that people smoke for pleasure¹²¹ / the addictive drug in cigarettes is nicotine - a cigarette is a nicotine delivery system¹²² / from an industry standpoint, cigarettes are extremely profitable / they're cheap to make, the price you can charge is high and your customers are addicted / for decades the tobacco industry made great efforts to market their product to America / "smokers rights" held sway over clean air everywhere / people could smoke in classrooms, lecture halls, theaters, offices, hospitals, airports, subways, restaurants, bathrooms, airplanes, trains and virtually every public space / just watch an old movie to see how true this was / smoking was the norm and clean air was the irritating exception / marketing is extremely effective when you combine an addictive drug with expert advertising while suppressing the research on the ill-health affects of your product¹²³ / cigarette smoking is the leading cause of preventable death in America and from 1995-1999, smoking caused approximately 440,000 premature deaths each year plus \$157 billion per year in health-related economic losses¹²⁴ / it's estimated that 20.9% of American adults smoke (45 million people)¹²⁵ / the cost to society over the lifetime of the tobacco industry is staggering / if the industry had to bear the cost of their product to society – I believe they would have "quit cigarettes" a long time ago / cigarettes are perhaps the most lethal consumer product ever devised, yet they

Drugs -
Marijuana &
Hemp

are legal and making strong profits for owners and investors¹²⁶ / the industry grows by enticing new smokers here and abroad / the cigarette industry is proof positive that if enough money is involved, what's right for people takes a back seat to corporate profits for the few

Marijuana and hemp are two varieties of the same species of plant - cannabis / some varieties are grown for fiber, some for oil and some for medical and/or recreational use / marijuana contains more of the drug THC than hemp / all varieties have been used by humans since the stone age¹²⁷ / all varieties have been a steady crop in America for over 400 years¹²⁸ / hemp fibers are very long, extremely strong and resistant to water / hemp makes excellent rope, sacks, uniforms, sails, netting and webbing / hemp makes outstanding paper (think Declaration of Independence), its oil is superb and it burns hot and clean as a renewable energy source (biomass) / the use of marijuana was first demonized in the U.S. in the 1930's through propaganda films like *Reefer Madness* (now available in color!) / guesses of why marijuana/hemp was made illegal in 1937 include the desire to employ former prohibition agents, the desire to eliminate hemp as competition for Dupont's new synthetic fiber Nylon, or the desire to prosecute people of color (those pot smoking jazz musicians you know) / whatever the reason(s), marijuana is illegal in the U.S. and over 700,000 people are arrested for it every year¹²⁹ / over 70 million Americans have smoked marijuana at some time in their lives and 10 million are regular users¹³⁰ / in the 1970's, President Nixon formed the Shafer Commission aka the *National Commission on Marijuana and Drug Abuse* / this was the most comprehensive review of marijuana ever undertaken by the U.S. Government / the commission's report recommended decriminalization of possession or non-profit transfer of marijuana / it reported marijuana did not cause crime or aggression, lead to harder drug use or create significant biochemical, mental or physical abnormalities / it concluded, "marijuana's relative potential for harm to the vast majority of individual users and its actual impact on society does not justify a social policy designed to seek out and firmly punish those who use it"¹³¹ / Nixon never read the report and completely rejected the conclusions for a variety of personal beliefs and reasons¹³² / this "war" is still being prosecuted at great cost to tax payers, those arrested and those in law enforcement who have better things to do with their time

Earth

The earth is the home of everything we know / it is about 4.6 billion years old and has been changing and evolving throughout its history¹³³ / it is the third planet from the sun with a slightly elliptical orbit averaging a distance of 93 million miles (about 150 million km)¹³⁴ / this puts Earth in just the right "goldie lox" orbit (not too close, not too far) to allow water to exist on the surface in liquid form which is key for life to develop / when the earth is seen from space, it is like a bright blue marble hanging in the darkness / it is literally a spaceship for life as we know it, providing all its precious life support systems in a totally connected and delicate balance / the early atmosphere was ammonia, methane and water vapor / it took the emergence of life and countless microbes respiring over billions of years to create the 78% nitrogen, 21% oxygen and 1% other gasses (argon, water vapor, carbon dioxide and ozone) "air" atmosphere that we breathe today¹³⁵ / the "biosphere" is that area in the air, land and sea where all of the life on earth exists / the biosphere extends from the bottom of the oceans to miles in the sky and if you were to reduce the earth down to the size of a basketball, the biosphere would be as thin as two sheets of paper¹³⁶ / in ancient times, lots of people thought the earth was flat because that is what it looks like if you are standing on its surface / but ancient mariners noticed the masts of ships sunk gradually

over the horizon indicating a curved surface / ancient celestial observers saw the curved shadow of the earth on the moon / Eratosthenes figured out the circumference of the earth to within a few percent over 2200 years ago¹³⁷ / the circumference of the earth is 24,901 miles (40,075 km) at the equator (the Earth bulges slightly at the equator, it is not a absolutely perfect sphere) and its diameter at the equator is 7926 miles (12,756 km)¹³⁸ / looking down from the north pole, it spins counter-clockwise on a 23.45 degree tilt from the axis of orbit¹³⁹ / that is what causes the four seasons that we experience because different parts of Earth are closer to the sun at different times of the year / at the equator, the earth's surface is moving at 1,038 mph (1,674 kmh) spinning once around every 23 hours, 56 minutes and 4 seconds / the earth itself is moving at about 66,660 mph (107,278 kmh) through space on its year-long orbit of the Sun (which takes 365.24 days to complete)¹⁴⁰ / 70% of the surface of Earth is covered by water and the sun heats this water, mostly at the equator and least at the poles / this drives the convection of ocean currents and weather patterns / the rotation of the Earth has a strong curving influence on ocean currents and weather patterns too (the "Coriolis effect") / global warming is happening¹⁴¹ / earth temperatures are increasing due to the burning of fossil fuels and the increased levels of carbon dioxide and other "greenhouse gases" in the atmosphere / these gases reflect back the escaping radiation from Earth's surface which increases the temperature, just like a greenhouse / although some greenhouse effect is good for warming the earth enough to promote life, greenhouse gases are getting out of balance and have increased dramatically in the past 30 years / the polar regions are the air conditioners for the planet and they are increasing in temperature at an alarming rate / vast ice masses are already melting, sea levels are rising, weather patterns are changing and the human race had better wake up to this situation and find solutions now / it's like turning a ship – once the problem is addressed, trends will continue in a negative direction for some time until the situation finally turns around - hopefully in time / that is, if we start changing right away - as in now! / Chlorofluorocarbons, or CFCs, (propellants for aerosol cans and the active ingredient in old air conditioners) did enormous damage to the ozone layer before their use was discontinued in the 1990's - there is still a huge growing hole in this layer that protects life on Earth from excessive ultra violet radiation¹⁴² / the Earth must be looked upon as the fragile and interconnected living being that it is / it is not a mere inanimate storehouse of resources to be exploited or a garbage can to receive the toxic wastes of throw-away societies / this is the only earth we are ever going to have and it better become top priority for all human beings to work together to solve our problems or there's not going to be an earth to worry about for any of us / look back and see the trends and then look ahead and visualize the necessary changes / as the world's most militaristic country, its biggest user of resources and its biggest polluter, it is up to America to lead the way to a new paradigm of respect, reverence and stewardship toward our one and only home, our Mother Earth.

Education

There are different theories about what education should be / some people see it as a method of social control and some see it as a way to bring about positive social change / to me, and many others, education is supposed to teach students to think for themselves / John Dewey had the concept that education could be an important means for social change - education could lead to a more free and just society / in his words, "The ultimate aim of production is not production of goods, but the production of free human beings associated with one another on terms of equality." / Bertrand Russell put it another way when he said, "The goal of education is to give a sense of the value of things other than domination, to help create wise citizens of a

free community, to encourage a combination of citizenship with liberty, individual creativeness, which means that we regard a child as a gardener regards a young tree, as something with an intrinsic nature which will develop into an admirable form given proper soil and air and light.” / the contrast is whether education is simply filling a vessel with water or assisting a flower to grow in its own unique way / we have public education in America that could serve the purpose of social control or of societal advancement / if you want social control – you limit money and resources, you slant the teaching material towards ruling class values and historical perspective, you make it hard for talented teachers to do their best work, you ensure crowded classrooms and you reward students for conformity and obedience / if you want an advancing society you invest in top notch facilities in all neighborhoods nationwide, you find and pay well the best teachers and you do everything to facilitate their top performance / then you incorporate the great learning lessons of the past national experience into the curriculum and you allow children the options to move in their own direction with full support / education could be the best single device for leveling the field of advancement opportunity / if you really want to create a society where all people have the chance to work hard and accomplish their dreams, you must have an outstanding educational system / if you want to keep society as it is and limit people’s ability to advance their own lives while preserving the current wealth structures at the top, you do everything you can to disable schools and reduce their real effectiveness / the really existing value system of the leaders of a society can clearly be seen by the actual condition of the public education system / you can’t talk seriously about democracy and the public good without fixing this situation first (Sources: Noam Chomsky, “Democracy and Education,” Mellon Lecture, Loyola University, Chicago, October 19, 1994, <http://www.zmag.org/chomsky/talks/9410-education.html> and Jonathan Kozol, “Savage Inequalities,” Recorded in Poughkeepsie, NY, September 1991, Alternative Radio, Boulder, CO <http://www.alternativeradio.org/>)

Embargos & Sanctions

Powerful countries sometimes attempt to get other countries to do what they want / one way this is tried is to enforce an embargo or sanctions to make life very difficult for citizens of the target country / the idea is to make life so miserable for the citizens that they rise up and oust their leader / more often, it seems, the exact opposite happens – the people stand behind their leader even more because their country is under attack / the U.S. has enforced an embargo on Cuba since February 7, 1962 since a few years after Fidel Castro took power in 1959¹⁴³ / Castro has stayed in power but the embargo has hurt citizens of Cuba and Americans alike (in lost business opportunities) / in a similar case, the UN Security Council established an embargo on Iraq on August 6, 1990 (after Saddam Hussein invaded Kuwait starting the 1991 Gulf War) making civilian life unsustainable and eventually killing more than a million people during the twelve years the embargo was in effect¹⁴⁴ / during the first Gulf War, the U.S. quickly destroyed power grids, hospitals, grain silos, food processing plants, powdered milk plants, water purification plants, sewage treatment plants and other life-sustaining facilities¹⁴⁵ / Saddam Hussein apparently did not suffer personally from the sanctions, but his people suffered immensely / On May 12, 1996 on CBS’s *60 Minutes*, Lesley Stahl is talking to Madeleine Albright (US Ambassador to the UN, at the time) about the sanctions against Iraq (that have been in place for nearly six years by this time) / Lesley says, “We have heard that a half a million children have died. I mean, that’s more children than died in Hiroshima. And, you know, is the price worth it?” / Madeleine Albright responds by saying, “I think this is a very hard choice, but the price, we think the price is worth it.”¹⁴⁶ / the Government thought the American agenda was so important that it was worth the deaths of over

	<p>500,000 Iraqi children in horrible ways like starvation and dysentery / sanctions and embargos keep medical supplies, food, medicine, water purifying equipment, sanitation chemicals and other life sustaining materials away / sanctions and embargos are designed to make <u>civilian</u> life unbearable and constitute nothing less than group torture or genocide / imposing an embargo is a very strange move for any country that claims to have human rights at the heart of its foreign policy / embargos force huge numbers of people to live and die in utter misery and develop a lifelong hatred for the nation that has its boot on their throats / it's easy to imagine that this does not reduce the likelihood of future terrorist attacks, but quite the opposite</p>
Employees	<p>One key to wealth is having employees / when employees cost less than the revenue their activities generate, there is profit / it's far cheaper to hire right the first time as employee turnover is a major enemy of effective and profitable business operations / a good rule is to treat employees like you want them to treat your customers / employees learn most from those who hold power over them / bad apples (negative, ineffective and/or malicious employees) can sometimes be turned around, but often they must be removed or they will spread their bad habits top others / fear and/or intimidation does motivate employees, but it generally does not bring out their best work over the long term / excellent employees work from the inside out, put their hearts into their work and genuinely care about what they are doing / pay attention and notice employees doing something right / give employees excellent tools and their genuine due respect and look out for outstanding, long-term results! (Source: Bennet S. Simonton, <i>How to Unleash the Power of People</i>, Simonton Associates, 1995, (a downloadable Ebook) which has been renamed, <i>Leading People to be Highly Motivated</i>, and is available at http://www.bensimonton.com/.)</p>
Energy	<p>Every civilization needs energy to get the work done / almost all the forms of energy available on earth ultimately come from the sun¹⁴⁷ / for most of history, the energy needs of societies came mainly in the form of food - people needed food to have the energy to work / the sun is the source of photosynthesis that makes food possible / modern society depends on many other forms of energy to get work done / people still need to eat, but factories, cars, homes and buildings all need energy to operate / wood, in the form of charcoal, was a major energy source in early America but that gave way to fossil fuels like coal, oil & natural gas as wood supplies dwindled¹⁴⁸ / the first oil well in the U.S. struck "black gold" on August 27, 1859 in Titusville, Pennsylvania and this moment is often cited as the birth of the petroleum industry¹⁴⁹ / John D. Rockefeller founded Standard Oil of Ohio in 1870 and over the next hundred years the oil industry fueled the growth of immense fortunes for a few of America's richest men and families including the Mellons, the Rockefellers, J. Paul Getty and H.L. Hunt¹⁵⁰ / burning fossil fuels (coal, oil & natural gas) energized large-scale industrial development in America and supported huge economic growth¹⁵¹ – but there is gigantic downside / burning fossil fuels is a huge source of air pollution and the primary source of greenhouse gasses which are warming the planet and could endangering the future of humankind if current trends continue¹⁵² / the U.S. is the world's largest contributor of greenhouse gases as a result of our current energy choices¹⁵³ / in 2000, 43% of U.S. electrical power plants were powered by coal, 19% by natural gas, 14% by nuclear power, 12% renewable resources (including conventional hydroelectric, geothermal, biomass, solar and wind), 7% fuel oil, 3% pumped storage hydroelectric and 2% other¹⁵⁴ / atomic energy does not generate greenhouse gasses yet it creates highly toxic and extremely long lasting waste products and is inherently dangerous to generate, so it would not seem to be the</p>

answer¹⁵⁵ / the logical answer for the long-term servicing of human energy needs is dramatic conservation efforts combined with dramatic and rapid expansion in the use of renewable energy sources¹⁵⁶ / renewable energy sources do not pollute and do not remove irreplaceable materials from the earth / solar power uses the sun's energy directly to provide heat, heat water or generate electricity via photoelectric cells or other means / wind comes from temperature and pressure differentials caused by the sun and is harnessed by means of high-tech wind mills / water is evaporated by the sun causing precipitation that cascades down rivers to provide hydro-electric power / tidal forces, geothermal sources, biomass and other renewable sources also exist / the technology is improving every day – but the will to make changes must also exist / the Bush administration supports staying with current energy sources as shown by the level of involvement of conventional energy industry executives in the formation of current U.S. Energy Policy¹⁵⁷ / the monetary interests of energy industry leaders, and the politicians they support, are best served by keeping the U.S. burning fossil fuels as fast as possible / this system of generating vast profits has been working for a long time and oil companies don't want it to stop / oil companies in 2004 were reporting record profits exceeding \$100 billion dollars and some were complaining that there were not enough places to invest all of this cash¹⁵⁸ / the people of the world deserve investment in renewable resources / a foundational part of this issue is whether energy is a "right" of people or strictly a profit center for corporations / historically, most utilities were public owned in the U.S. and operated in the best interests of the public / now bankrupt, Enron Corporation used energy deregulation and various tactics to manipulate energy supplies and drive prices up - this was good for their profits but very bad for people¹⁵⁹ / the affordable and renewable generation of energy and the careful conservation of its use would be extremely beneficial to all Americans and greatly enhance our national security / access to cleanly generated and affordable energy should be a fundamental basic human right / the public should not be held "over the barrel" and be forced to burn increasing amounts of oil and coal, spending more and more of their income on basic energy needs / unfortunately, the current trend in electrical generation in the U.S. and the world is to rapidly build more coal-fired electrical plants which is movement in exactly the wrong direction¹⁶⁰

Evolution

The 19th century English naturalist Charles Robert Darwin proposed and provided evidence that evolution was the process behind all of the diversity of life on earth¹⁶¹ / the theory of evolution holds that all life forms that have ever existed on earth are completely related and evolved from a common original ancestor¹⁶² / the mechanism of evolution is "natural selection" whereby some organisms survive and reproduce in a given environment while others do not / genetic mutations that help an organism survive better than their competition, get passed on and genetic mutations that don't provide an advantage, don't get passed on / environmental circumstances "drive" the natural selection process because the environment an organism lives within determines which genetic changes are survival advantages and which ones are not / the sciences of microbiology and genetics can precisely explain the mechanisms of genes (which encode traits) and the natural selection process behind the "theory" of evolution (remember, gravity is a "theory" too)¹⁶³ / evolution is a proven process of how life changes over time demonstrated through careful observation, documentation, experimentation and fossil analysis¹⁶⁴ / all life is related and all life shares the same organic chemicals (which is why we can eat plants and animals) / all life shares genes and the same basic building blocks which are cells¹⁶⁵ / single-celled, microscopic life forms (microorganisms like bacteria) were the first life forms on the planet (appearing first about 4 billion years ago) and were all the life there was for 3

billion years¹⁶⁶ / in the last 600 million years, sponges led to plants and aquatic worms which led to fishes, amphibians, reptiles, birds, and mammals / all mammals, including humans, descended from synapsids or “mammal-like reptiles” that came about 320 million years ago¹⁶⁷ / the first true mammals (characterized by mothers producing milk via mammary glands, the presence of hair or fur, warm-blooded bodies and other features) first appeared about 220 million years ago and their “shrew-like” descendants thrived when dinosaurs became extinct 65 million years ago¹⁶⁸ / it is interesting to note that all modern birds are descendants of one type of dinosaur - theropod dinosaurs¹⁶⁹ / primates evolved from mammals to have features including five fingers with fingernails, specialized teeth, opposing thumbs (some primates don't have this feature and some non-primates do), binocular color vision and specialized nerve endings in the hands and feet¹⁷⁰ / primates further evolved into the related species we see today including lemurs, monkeys, apes and humans / between 8 and 4 million years ago, hominids (descendants of modern humans) split off from our common ancestor with the modern great apes (which includes our closest living relative, the chimpanzee)¹⁷¹ / we did not descend from apes – we share a common ancestor / various hominid species then evolved and branched out, some started walking upright which eventually lead to the genus called “Homo” (Latin for “human”) and eventually Homo sapiens (modern humans)¹⁷² / there have been numerous species of Homo including Homo habilis (existed 2 mya), Homo erectus (existed 1.8 mya) and Homo neanderthalensis (Neanderthal man) which split off from a common ancestor with modern humans around 700,000 years ago¹⁷³ / some species of Homo were direct descendants to modern humans and some were cousins / the genetic “Real Eve” or “Mitochondrial Eve” appeared between 150,000 and 200,000 years ago in east Africa and is the mother of all humanity as all people in the world today descended from her¹⁷⁴ / science can identify and track genes in the natural world and determine genetic relationships between all living things / the primary evolutionary advantages that have allowed humans to dominate the world are upright walking, language and writing, free and articulate hands, large brain capacity and a prolonged period of learning during youth, increasing intelligence and creative problem solving / scientists now know that all modern humans share 99.9% similarity in genes with each other¹⁷⁵ – 98.4% similarity in genes with chimpanzees¹⁷⁶ – 85% (on average) similarity in genes with mice¹⁷⁷ – and 70% similarity in genes with Arabidopsis thaliana (wild mustard plant)¹⁷⁸ / all life forms on planet earth, from microbes to human beings, share the same basic chemical building blocks and cellular processes / the same basic materials are organized into increasing complex living things as time passes / it takes 551 Kb base pairs of DNA to make single-celled algae, 34 Mb pairs to make slime mold, 120 Mb pairs to make wild mustard plant, 165 Mb pairs to make a fruit fly, 2.4 Gb pairs to make a dog and 3.2 Gb pairs to make a human being¹⁷⁹ / this illustrates the clear tendency for life to become more complex over evolutionary time / evolution is all about “trial and error” / of all the species that ever existed on earth, 99% have come and gone (by either dying out or evolving into something else) and are now extinct¹⁸⁰ / today, there are 1.8 million species of plants and animals that have been named and millions more waiting to be discovered¹⁸¹ / life is an amazing tapestry of related threads all leading forward from a single source – the first living cell / life ranges from single celled plants to giant Sequoia trees towering over 300 feet into the air / it ranges from a single celled animal to a 100-foot blue whale cruising the oceans / life is in the air, on top of mountains, on the bottom of the oceans, in deserts, glaciers and salt seas / the seemingly infinite variations on the theme of life are all directly a result of the creative power inherent in the evolutionary process.

Evolution -
The Process

Charles Darwin proposed that evolution was a process of chance mutations and “survival of the fittest” plodding steadily along in an almost geological timeframe / but this “slow and steady” model of evolutionary advancement cannot account for many biological observations / there are abrupt changes in some fossil records that indicate abrupt changes in those life forms / previously, it was assumed that “missing link” fossils had just not been found yet / but a new paradigm of evolution has emerged which embraces sudden and dramatic changes in life forms / for example, large-brained, modern human, homo sapiens evolved suddenly and fully formed from a previous hominid / this new paradigm has evolution happening in periodic leaps where improvements and survival advantages are dramatic / these leaps are the result of accumulated stresses in complex systems that periodically lunge forward into new forms / it’s like a rope reaching its breaking point and suddenly snapping – it doesn’t stretch out in increments and then break / scientists have discovered a large part of the DNA molecule is nonsense or “junk” DNA / this junk part shows an amazing ability to regroup and remain in dynamic motion, open to change / biochemist Albert Szent-Gyorgyi, who discovered Vitamin C, talked about living matter having an indwelling drive to perfect itself or become more complex – he called this characteristic “syntropy” / he rejected the idea of random mutations being the primary engine of useful biological advancements / he says it’s like improving a Swiss watch, a random mutation in a single gear is not going to provide improved functioning – the whole movement must advance at one time / biological and chemical reactions are far more complex than Swiss watches which dramatically emphasizes the point / a bird’s wings evolving would have no advantage up until the point when the wings were functional – it’s an “all or nothing” evolutionary change / evolutionary achievement in elementary life forms can be stunning to contemplate / there are insects in Africa called flattids that have adapted a group survival strategy – the bugs are colored such and they arrange themselves in such a way to look exactly like a flower bloom from some non-existent plant / the female flattid lays eggs that hatch one green bug and others of various shades of coral which go together to create the “lifelike” blossom / each bug somehow knows their required position to create the flower / if they are disturbed, they will crawl over each other to deftly get back into perfect position again / it’s difficult to imagine this evolutionary group advantage coming about slowly / it’s as if the flattids are connected into a collective whole somehow to present this complex and elegant survival advantage / the process for sudden transformation in biological, cultural and other systems is best explained by the Theory of Dissipative Structures / this theory won a 1977 Nobel prize in chemistry for Belgian chemist, Ilya Prigogine and describes how complexity promotes instability and enables rapid leaps to a higher order / for example, your brain is extremely complex because it is made up of billions of interconnections exchanging energy pulses in certain patterns / suppose you are thinking about a problem and you suddenly get a break-through thought that takes you to a whole new level of consciousness / this complex system is highly fluid and capable of rapid transformative change / think about driving alone on a six-lane super highway – you can drive any speed and any where you want / now imagine that highway is crowded with thousands of other drivers - everything you do affects them and everything they do, affects you / a complex system now exists with many interrelationships / because of this complexity, the system responds to stresses in a coordinated way / suppose a boulder suddenly appeared in the middle lane – the organism of the body of cars must adapt instantly and establish new coordinated travel patterns around the obstacle / the bottom line is that the old way of thinking about evolutionary change as “slow and

Evolution -
Examples

steady” does not tell the whole story / life on earth evolved from single-celled organisms to a human being with a brain capable of abstract reasoning and a body with man trillions of perfectly arranged cells¹⁸² / this is an profound demonstration of the inherent drive in life to increase in complexity through a forward succession of evolutionary steps (Source: Marilyn Ferguson, *The Aquarian Conspiracy: Personal and Social Transformation in the 1980's*, (J.P. Tarcher, Inc.: LA 1980) pp 157-70, “Evolution: The New Paradigm”)

Evolution is a fact and the hard evidence abounds in fossils / at its core, evolution is a “trial and error” process / more than 99% of all of the species that have ever existed on earth are now extinct¹⁸³ / the ability of life to adapt and change is shown by the “selective breeding” of dogs / all 400+ modern day breeds of dogs, from Irish Wolfhounds to Toy Poodles, descended from the grey wolf (*canis lupis*) which was first domesticated around 12,000 years ago¹⁸⁴ / the effects of purposeful breeding for various traits shows how life forms can be changed extensively and rapidly / complex animal life forms dramatically expanded on earth between about 570-530 million years ago in an event called the “Cambrian Explosion”¹⁸⁵ / nature was experimenting with a wide variety of animal “body plans” that were preserved in fossils from an ancient underwater rock slide-generated shale formation / dinosaurs ruled the earth for 160 million years and died out 65 million years ago - the genetic legacy of dinosaurs is birds, which are their closest modern descendants¹⁸⁶ / there have been at least five extinction events in the last 540 million years that left the opportunity for rapid growth and diversification of the survivors¹⁸⁷ / if the whole 4.6 billion year history of the earth were condensed into one hour time frame – it took about 8 minutes (600 million years) for life to arise on earth, this life stayed primarily in microbe form for the next 39 minutes (3 billion years) and there has been multicellular life for the past 13 minutes (1 billion years) – the non-avian dinosaurs became extinct 58 seconds ago (65 million years), *Homo sapiens* first appeared about 1/10th of a second ago (150,000 years) and all of written history has happened in the last 4/1000ths of a second (6,000 years)¹⁸⁸ / all life has a common organic composition which is why we can eat plants and animals for food¹⁸⁹ / tetrapods were water-dwelling, four-legged creatures that developed hands in the water first, then left the water over 370 million years ago / over hundreds of million of years, tetrapods evolved into a furry, land dwelling, wolf-like creatures / this creature then went back to the water 50 million years ago and evolved into all of the various cetaceans (whales, dolphins and other water-dwelling mammals) that we see today¹⁹⁰ / there are whale bones that show vestigial back legs that clearly demonstrate this stunning evolutionary path¹⁹¹ / look at the bone structure of a dolphin fin and you will see a five-fingered hand / evolution is a masterful natural creative process and the extraordinary and obvious evidence for it is everywhere / the most obvious evidence of all for evolution is the way bacteria rapidly evolves to develop resistance to antibiotics / it practically happens before your eyes much to the chagrin of modern medicine

Evolution -
Sexual Selection

One of Darwin’s ideas that stunned men of his day was that of sexual selection¹⁹² / the idea is that females of many animal species choose the males whose genes will get passed on¹⁹³ / sex is nature’s way of promoting genetic variation and diversity / biological enemies (like diseases) are constantly evolving, so sex helps organisms maintain survival of their species through continuous adaptation¹⁹⁴ / there is also a survival advantage to looking out for “good genes” when choosing mates / in nature, it is the male who has the bright colors, long manes, large antlers and other outward “beauty marks” / take a look at a peacock – the males have the vibrant, colorful and

large fan of feathers to display and attract females / these feathers are really bad for flying and running away from attackers and they are about as anti-camouflage as you can get / so great feathers are a sign of excess health and “birdish” self-confidence, which gives the opportunity to mate / a scientific study was made where male peacocks were observed to see the effect of altering the “eyes” (dark circular spots) and other aspects of their feathered displays / they might as well give it up when they lose the attraction power of a superior tail (kinda switches things around, doesn’t it?)¹⁹⁵ / the biology of sex is that males produce huge amounts of sperm and females have a limited number of eggs and as cell size goes, eggs are the largest cells in the human body and sperm are the smallest cell in the body¹⁹⁶ / it is biological undercurrent that males will seek to have sex with as many females as possible and females are prone to being highly selective when choosing mates / this means that females from animal species have had a tremendous effect on evolution by being the gatekeepers of the male genes / there is an interesting theory that says modern humans developed a brain that is much larger than necessary for mere survival / the suggestion is that intelligence was an attractive feature and the smart, sensitive guys were selected by the most attractive females / for most of human history, women held higher status than men and the Goddess was revered by all¹⁹⁷ / this is because a female can bring new life from within her own body, continuing the species / the male role in all this is just a drop in the bucket (so to speak) / but as the concept of “civilization” came about, so too did the concept of material wealth and the dominance of some in society over others / male aggression and physical strength became a primary mode of acquiring material wealth and status / the emerging male dominance forced the female from high status, to the status of property / this put a very interesting twist on sexual selection as male rulers came to dominate all of the major civilizations, up to this day / think about sultans and their harems - the male wanted to have absolute control in passing on their genes and the woman was to be a slave to it / the concept of marriage originally arose as a method of legally joining property, wealth and/or political interests - it had little to do with love¹⁹⁸ / most of recorded history has arranged marriages so that parents could determine whose genes got passed down / preserving societal order, lineage, position, wealth, property and status were the primary considerations / for Western civilization, there comes a terrific disconnect in sexuality / wives were to be mothers of a man’s children and take care of them, and the household, and nothing else / sex was not to be enjoyed – it was only for procreation¹⁹⁹ / a “good mother” was not supposed to be a sensual, sexy woman / of course men (and women of means) often had other sex partners on the side / the concept of “romantic love” came out of the Renaissance and the Troubadours²⁰⁰ / that is the concept of combining sexual desire with emotional adoration and longing - to form a communion of the spirit and the flesh / the courtesans of Venice were the only women in that society who were allowed to study books and expand their minds / this made them exciting for the “men of means” because they could talk intelligently as well as have exciting, skillful sex / being an intellectual and physically attractive woman, and mastering the art of granting sexual pleasure, was key to their job success²⁰¹ / they were paid well and held in high regard in society - by the men at least / many cultures throughout history have had similar arrangements / throughout this civilized history, women of beauty have had innate power because they sparked desire in large numbers of men / but being a beautiful woman has historically been a good or a bad thing depending on specific circumstances / beautiful women attract the best and the worst of what men can be / remember, men are programmed to think about sex all the time (which gives women power) and women are programmed to be highly selective (which gives women

	power) / in modern western society, it has finally been acknowledged that women are not property, but people / but as late as the 1950's, married couples did not sleep in the same bed on American TV / it was an enforced societal norm that a good woman was a "domesticated" housewife and sex was an impulse to be controlled, not expressed / more recently, it has been openly acknowledged that women desire sex too and have every right to satisfy their desire with whom they choose / combine this with the concept of "romantic love" and the ultimate ideal is possible / it is possible to have a lasting relationship based on intelligent conversation, mutual respect and passionate sex - now that's sexual selection at its finest!
Exponential Growth	Exponential growth is when things grow at an ever doubling rate ²⁰² / the growth of bacteria in a Petri dish is exponential / one becomes two, two becomes four, four becomes eight and so on / world population is growing exponentially / exponential growth has an end / imagine a lake that has lily pads growing at an exponential rate / the day before the lake was completely covered, it was only half way covered / exponential growth sneaks up and then its all over before you know it
Fertile Crescent	The Fertile Crescent (which is sometimes called the "cradle of civilization") refers to an historical, crescent-shaped area in the Middle East ranging from ancient Egypt around and down including where the Tigris and Euphrates rivers join in southern Iraq ²⁰³ / this particular area was called Mesopotamia which means "land between the rivers" and is the home of the world's oldest civilizations / food surpluses were grown here allowing the rise of artisans, teachers and other aspects of culture / this is where people domesticated animals, used irrigation, made beer ²⁰⁴ and invented the wheel / writing was also invented in this area to help keep track of business transactions / the "birthplace of man" was said to be in this area by the Jews, Christians and Muslims / there are no natural defenses here so it was a place of changing civilizations / over recent years, the Tigris and Euphrates have undergone intense dam construction which has virtually cut off the flow of water to this area causing the Mesopotamian marshlands to shrink 90% from 1973 to 2000 ²⁰⁵ / it seems that modern dams are literally choking out the "cradle of civilization" (Source: Noel Grove, <i>National Geographic Atlas of World History</i> , (National Geographic Society: D.C. 1997) pp 28-31 "Mesopotamia and Babylonia")
Flexible Morality	Morality is a principle where you honestly do to others as you would have them do to you ²⁰⁶ / flexible morality is when you are willing to bend on this principle if the reward is enough / moral flexibility is a desirable trait for the power politician or unscrupulous businessman / an honorable, "moral" front is projected while the "behind the scenes" person "does what it takes" to get what they want / having moral flexibility is really having no morals at all while continuously declaring that you do
Free Market	According to dictionary.com , the free market describes "an economic system in which prices and wages are determined by unrestricted competition between businesses, without government regulation or fear of monopolies" ²⁰⁷ / Wikipedia defines a free market as "a market in which prices of goods and services are arranged completely by the mutual consent of sellers and buyers. By definition, in a free market environment buyers and sellers do not coerce or mislead each other nor are they coerced by a third party" ²⁰⁸ / many economies in history were not markets at all ²⁰⁹ / some communities simply exchanged commodities to diversify consumption and fulfill the belief that giving was more honorable than receiving / some rulers and political authorities collected commodities (like grain) as taxes or dues and redistributed them to their people / "commerce" arrives when goods are offered, not

out of generosity toward others or to pay a duty or tax, but to exercise purchasing power to buy things / this requires establishing a commodity-currency that can be used as a medium of exchange, like wheat or salt / once a given commodity is accepted for use as money, it can be used to store purchasing power to buy other things when desired / later on, precious metals were used to make bullion and coins to store and express purchasing power followed by bank notes and paper money / there was a feudal conception of a “just price” for goods which was replaced by the free market concept of prices being set by “supply and demand” / in the original free market scenario, small units of production (small farmers, tradesmen and small businesses) competed with one another in an arena of fairness and self determination / Adam Smith’s *Wealth of Nations* was published in 1776 and is considered to be the founding work of modern economics²¹⁰ / Adam Smith was a product of the Enlightenment (like many other Founding Fathers) and the Industrial Revolution and emergence of large corporations was just beginning / Smith’s most cited quote is about the “invisible hand” (which he mentions one time) that provides benefits to society as a by-product of people pursuing their own self interest²¹¹ / this is true in many cases like a farmer growing corn to support his family, a blacksmith plying his trade or a merchant starting a new business / when people work to earn subsistence and/or money to benefit themselves (pursue their self-interest), there is generally a positive effect had by society / but Adam Smith realized there were limits to this concept when it came to large merchants and manufacturers / As Alan B. Kruger of Princeton University said in his introduction to the 5th Edition of *Wealth of Nations*, “He [Adam Smith] also worried incessantly that giant corporations would come to dominate particular industries and, led by self-interest, use their influence with government to unfairly thwart their competitors and suppress the wages of their workers²¹² / As Smith himself said, “The constant view of such companies is always to raise the rate of their own profit as high as they can: to keep the market, both for the goods which they export, and for those which they import, as much under stocked as they can: which can be done only by restraining the competition or by discouraging new adventures from entering into the trade”²¹³ / since 1776, with the rise of huge corporations, small units of production have been overtaken by mammoth units of production / this distorts free market principles in many negative ways / huge corporations can afford to unfairly “undercut” the competition’s pricing / huge corporations can use massive advertising, marketing and propaganda efforts to groom and attract customers / huge corporations can use their influence to control news stories preventing market reductions or boycotts²¹⁴ / huge corporations wield enormous political influence through campaign donations, lobbyists, connections, job opportunities and perks / huge monetary resources help them get favorable tax treatments, favorable government regulations, favorable press coverage, favorable tariffs / most importantly, if industries get large enough, they can slow or stifle technological advances and change opinions through propaganda to slow beneficial changes in industry and society / for example, after the first oil crisis in the early 1970’s, the good of Americans could have been greatly served by continuing to develop higher mileage cars and rapidly moving away from oil as our primary energy source / instead, it seems that oil companies have used their influence to slow developments in alternative energy technologies and focus government policies on serving only their needs / the more huge corporations talk about the advantages of free markets, the less they seem to adhere to genuine free market concepts / if the American public had “perfect information” about how corporate and government decisions are made they could choose with their dollars and affect behavior / but huge corporations owning the media prevents this from happening / the “free market” is a

	<p>term that means something when the units of production are small and there is a level playing field among companies - it does not really exist in the current era of giant corporations</p>
Freemasons	<p>The largest worldwide “secret society” is the secret fraternal order of Free and Accepted Masons²¹⁵ / freemasonry evolved from the trade guilds of stone masons back when palaces, cathedrals and other buildings were made of stone / when actual masonry work declined, honorary members began to be accepted to increase declining membership / freemasonry is not a Christian institution as some assert / its teachings include morality, charity, and obedience to the law of the land / admission required the subject to be an adult male who believed in the existence of a Supreme Being and in the soul being immortal / freemasonry spread via the British Empire and remains most popular in the British Isles and in former British colonies like the U.S. / some of the U.S. presidents (like George Washington, James Madison, William Howard Taft, Franklin D. Roosevelt, Harry S. Truman, and James Buchanan) were Freemasons along with many senators and supreme court justices²¹⁶ / in America, the membership is primarily drawn from white protestants / there are three major degrees including “entered apprentice”, “fellow of the craft” and “master mason”²¹⁷ / there can be hundreds of subdivisions or degrees under these three main divisions</p>
Generation	<p>In modern times, a generation is a time period of about 20-22 years²¹⁸ / it is the approximate time required for human beings to grow up and have children of their own – a new generation / people born in certain time spans have generational names / like the “baby boomer generation”, “generation X or generation Y (the “echo boomers”)/ some things are said to be “multigenerational” because they tend to be passed down from one generation to the next / examples could be, alcoholism, methods of child rearing, religious traditions, political viewpoints and social status / there have been over 8,000 generations of people since the advent of the first modern human over 170,000 years ago²¹⁹</p>
Genetically Modified Organism (GMO)	<p>Genetic engineering techniques have allowed scientists to place genes from various organisms into other organisms (like certain food products) for perceived benefits²²⁰ / sometimes genes are modified to increase a plant’s resistance to insects, or resistance to a chemical that is used to kill insects / sometimes “terminator” technology is used to keep plants from producing seeds – sometimes drought tolerance is the goal or increased size, yield, transportability or other perceived benefits / there are possible dangers involved / genes from one organism placed into another organism can cause unexpected results for consumers and the environment²²¹ / GMOs reproduce with their modifications, so great care is required when growing GMO’s around standard crops²²² / there have been consumer efforts to force the labeling of foods containing GMOs but it has not happened yet / in May of 2005, the one billionth acre of genetically modified crops was planted in the U.S. – this is a vast experiment with our human food supply²²³ / it would be good to let the “free market” decide if GMOs are wanted by consumers by forcing the fair labeling of these genetically modified food products</p>
Globalization	<p>“Globalization” is a pleasant sounding way of bringing people of the world under the control of multinational corporations / (<i>Wikipedia</i> has a more complete entry on the same topic) / one primary strategy used is to get developing nations to borrow lots of money from the World Bank, International Monetary Fund or elsewhere / the money is used to hire multinational corporations to build and/or manage huge construction projects that primarily benefit the wealthy of those countries²²⁴ / The American</p>

Heritage Dictionary defines globalization as “To make global or worldwide in scope or application,”²²⁵ / it’s a broad definition that sounds harmless and beneficial, but to me, it’s about huge business concerns working in concert to override the welfare of citizens and control the resources of the world for themselves / they are profit-based corporations and it is their charter to maximize their earnings / multinational corporations have enormous wealth and influence in the world and a “right” to make a profit / but people have a more basic right to determine their own fate and do what’s best for people / I believe the citizens of the individual countries of the world want to control their own power generation - to control their own water supply – to grow or import their own food - build their own infrastructure, schools and institutions / helping people of the world help themselves is the integrity-based use of taxpayer money and foreign aid / but as John Perkins (former economic hit man) describes, strapping countries with huge loans of taxpayers’ dollars and forcing them to hire multinational contractors, benefits the few at the great expense of the many (who have to pay back the loans) / instead of globalization of the planet – we must seek humanization of the planet

Greed

Greed is the love of money / the *Bible* says the love of money is the root of all evil (I Timothy 6:10) / the love of money (property), over the well-being of people, is the primary cause of human suffering throughout history / “greedy” does what it takes to get the money – no matter who gets hurt / people’s lives, pain and suffering are expendable if there is enough money (and power) involved / greedy people want everything to themselves and they want others to get nothing / people who have money have the power to make things happen for better or worse / some use it to create opportunity and benefits for others and some use it to exploit every advantage for personal gain / greed is the greatest single threat to the future of America and the world / Adam Smith described greed in what he called the “vile maxim of the masters of mankind...all for ourselves and nothing for other people”²²⁶ / the working class press from the 1850’s called it, “the new spirit of the age, gain wealth, forgetting all but self”²²⁷ / greed is the sickness of never having enough / greed tries to fill a bottomless pit while it chuckles at the misfortune of others / greed pulls strings, breaks rules, ignores warnings and pleas and tells itself how great it is / greed creates lavish appearances of altruism and goodness so its inner beast has a safe place to work / “greed” and “bleed” rhyme for a good reason because when money comes first, people get hurt

Gross Domestic Product (GDP)

Most people in the U.S. measure our economic progress by increases in our Gross Domestic Product or GDP / but our GDP is a dubious measure of how well we are doing as a country / simply put, this is because the GDP totals up the money spent in a given year; it doesn’t indicate why or how it was spent²²⁸ / for example, a deteriorating major highway is hardly a symbol of a healthy economy / but, that roadway generates front-end alignments, new tire purchases, accident repairs and increased hospital bills, all of which increase the GDP / by the same token, air pollution is good for the GDP because respiratory problems increase doctor visits and sell more prescription drugs / divorce is also a plus for the GDP – after all, lawyers must be paid and new households must be set up / there’s a reason why the first word of the GDP is “gross” / with this situation, what looks like a booming economy could actually be very bad for the majority of people / a more useful economic measure would take into account the actual nature of the economic activity - not just the grand total / the first step to improving an economy for the benefit of people is to measure it accurately in those terms / the current GDP measurement is

	woefully inadequate to this task / look beyond the GDP as an indication of actual economic health for America
Heroes	The concept of what constitutes a “hero” can vary among people / in ancient Greece, a hero was the man who took matters into his own hands to acquire power through <u>any means possible</u> / deflowering numerous young women, killing many men in battle and seizing power were all “heroic” activities ²²⁹ / an alternate concept of hero emerged with the idea of gallantry and following rules of engagement / heroes did not cheat to get ahead – they played fairly – they conducted themselves in a gentleman-like manner / one concept of hero is to win at all costs and another concept is to win through playing fair and defying the odds to succeed through honest effort / in other words, how you win matters / genuine heroes, to most people, are those who are willing to compromise their own safety to ensure the safety of others - they give up their own life or face grave dangers to preserve the well-being of others / so remember, all “heroes” are not created equal / which style of hero do you admire?
History	As Winston Churchill said, “History is written by the victors.” ²³⁰ / recorded history has a distinct point of view, typically the perspective of the ruling class at the time ²³¹ / Howard Zinn’s, <i>A People’s History of the United States</i> demonstrates how different familiar U.S. history can look when seen from the perspective of the common people as opposed to the elite in society / Michael Parenti’s <i>The Assassination of Julius Caesar</i> provides this same service for this famous Roman event / it is important to realize that all historical sources and accounts carry an inherent perspective / just ask two different people to recount the same car accident to see this happen before your eyes / the history that gets recorded is usually not the only perspective of those events that exists
Honor Among Thieves – Street Crime vs. White Collar Crime	In 2004, violent and property crimes (street crime) generated \$15 billion in losses for Americans ²³² / losses from white collar crime in 2005 were estimated at between \$300-\$660 billion ²³³ / white collar crime is a huge problem that affects 100s of millions of Americans / the FBI’s 2006 <i>Crime in the United States</i> report does not contain white collar crime data or statistics
House of Cards	Use playing cards to build a pretend house - it’s a pretty fragile situation / the higher you go up, the more delicate it gets / when a house of cards falls down, it falls fast and completely / “house of cards” can refer to non-integrity-based business organizations / imagine a large corporation that was built on extensive accounting fraud - this is a house of cards waiting to fall / in your personal life, if you start lying about something, you will usually have to tell more lies to keep up / this grows into a personal house of cards waiting to fall / once you start going down the road of doing anything to win, you are building a house of cards out of your life and are subject to crashing
Human Being	All people are human beings and members of the species “homo sapiens” / there have been other humanoid beings on the planet that were out-competed by our ancestors / all human beings can be traced (using mitochondrial DNA) back to a single mother in east Africa more than 150,000 years ago - we are all related and share a common original ancestry ²³⁴ / modern human migration lead people out of East Africa (80,000 years ago) to eventually all over the planet / this migration resulted in indigenous populations all over the world / difference in skin color is the result of varying amounts of melanin, a pigment in the skin that protects from ultraviolet light / skin became white when people lived in areas of low ultraviolet light for at least 10,000-20,000 years ²³⁵ / we are each a bipedal, primate, mammal with the brain capacity for

articulate speech and abstract reasoning / we walk upright and our big toes are moved forward allowing us to “stride” / our dexterous fingers and opposing thumbs give us free rein to manipulate tools and instruments / every human being on earth, no matter where they are from, shares 99.9% of the same genes with every other human²³⁶ / there is only one race - the human race / all beliefs of superiority of one group of humans over another are based on prejudice and are scientifically unfounded / humans share 98.4% gene similarity with chimpanzees²³⁷, 85% (on average) gene similarity with mice²³⁸ and 70% gene similarity with the wild mustard plant (*arabidopsis thaliana*)²³⁹ / we did not descend from chimpanzees (our closest living relative) – we share a common ancestor with them that lived 6-8 million years ago²⁴⁰ / bacteria-like single-cell life forms existed 4 billion years ago²⁴¹ / the eukaryotic cell (a cell with membranes and a nucleus and the original ancestor of all plants and animals) developed between 2.1 and 1.6 billion years ago²⁴² / 10,000 cells fit on the head of a pin²⁴³ – the human body has 100 trillion cells²⁴⁴ perfectly organized into the organs, fluids, bones and tissues that make you up (there are about 210 known different types of human cells)²⁴⁵ / humans have 206 bones with over half of them in the hands (54) and feet (52)²⁴⁶ / humans have over 60,000 miles of blood vessels²⁴⁷ / human beings literally evolved right out of the earth and are completely related to every other living thing / according to National Geographic News on February 16, 2005, the oldest anatomically correct “modern human” fossils, found in 1968 in Africa, were dated to be 195,000 years old / modern human behavior shows up 100,000 ago up to more recently / modern behavior includes the use of language, the creation of art and music, advanced tool making, religious practices, planning ahead, establishing social and trade networks, adapting to changing conditions and environments and exhibiting symbolic behavior like cave painting or burying the dead²⁴⁸

Hypocrisy

According to www.merriam-webster.com, the definition of hypocrisy is “a feigning to be what one is not or to believe what one does not; especially: the false assumption of an appearance of virtue or religion.” A common related meaning is that hypocrisy is assigning standards to others that you do not adhere to yourself / it’s like an alcoholic telling their child not to use drugs / dynamic hypocrisy is obvious and extreme hypocrisy on display / it’s like a president claiming to be a devout Christian while waging a preemptive war based on lies / it’s a priest preaching honesty and goodness while molesting children on the side / hypocrites say “do as I say, not as I do” / they are dangerous because they delude themselves first and believe they are “right” as they judge only the acts of others / in the Bible (Matthew 7:5) it says, “You hypocrite, first take the plank out of your own eye, and then you will see clearly to remove the speck from your brother's eye” / hypocrisy requires a mental “double standard” to exist which allows you to engage in the precise actions that you criticize others for taking / be on the alert for your own double standards and the hypocrisy that may exist within you and around you

Imperialism

According to Berkeley professor Michael Parenti, Imperialism is a “process whereby the dominant politico-economic interests of one nation expropriate for their own enrichment the land, labor, raw materials, and markets of another people”²⁴⁹ / simply put, imperialism is one country using superior force and coercion on another country to steal their wealth / imperialism has a long, bloody history on the planet - throw a dart on a world map and virtually anywhere you hit, imperialism has happened at one time or another / since the dawn of civilization, leaders have used force and coercion to expand their wealth by expanding their territory / when you take over another’s territory, you can enslave their people and take whatever resources they have

without paying for them / imperialism is about using coercion to defeat others, taking what they have and usually destroying their culture and institutions in the process / people can only be this mean if they do not see their victims as “human beings” / prejudice and dehumanization are the psychological tools that allow one group of people to feel “superior” to another group / this manifests itself in one society seeing another group of people as savages, animals, beasts, evil, uncivilized, backwards or some other derogatory description / today, we know that all human beings on planet earth are 99.9% genetically identical²⁵⁰ / throughout most of history, people saw the minor differences in others (skin color, facial features, language, customs, etc.) as justification for their destruction or enslavement / the feeling was, if they are not exactly like us, they are less than us – and if they are less than us, they can be destroyed with impunity / this imperialist attitude worked for Chinese dynasties, ancient Greeks, the Persians, the Romans, the Spanish, the Dutch, the English and many other countries and conquerors / it has been historically proven that monarchs (kings and queens) like to expand their territories and their wealth no matter who gets hurt in the process / America was being “discovered” so it could supply resources to the motherland / America’s benefit was as a market for English products and as a supplier of needed natural resources / the settlers held an imperialist attitude towards the native American inhabitants who were already here / after America revolted from British colonial rule – our imperialist tradition continued in earnest / many millions of native American people died from disease and war as a direct result of the westward expansion of “Americans”²⁵¹ / it’s not a very pretty story but it is an important lesson to learn – America was literally born of imperialism and it has been no stranger to its practice since / in today’s consciousness, imperialism can be seen as using force and coercion to steal from other human beings / holding this modern consciousness makes it very difficult to take an honest look at American history / parts of Mexico, the Philippines, Hawaii, Guam, Panama and others were all taken by force and converted for American use / the U.S. recently invaded Iraq for one primary reason – oil / it’s easy to take the “imperialist” litmus test by asking this question, “If it were not for oil, would the U.S. be in Iraq?” / it’s unfortunate that imperialism still exists today (mostly in the form of economic imperialism) and even more unfortunate that it is being practiced by America / imperialism goes against the deepest heartfelt values that most Americans hold dear / the Golden Rule is the exact opposite of imperialism and only you can decide for yourself which is the guiding principle for your life / the underlying motivation of imperialism is greed, and greed is not a positive value and not supposed to be what America is all about

In Group vs.
Out Group

Some people tend to band into groups and consider themselves “in” and others “out” / this implies some perceived “superiority” of those “inside” over those “outside” / this game of “in group-out group” can be played based on religion, sex, ethnic background, skin color, age, schools attended, social status and any other isolating feature / many fundamental religions play a severe version of this game / they believe the end of the world is coming and they alone are going to paradise and everyone else will perish²⁵² / “in group-out group” is very effective at homogenizing the viewpoints of followers / no one wants to get kicked out of the group, so they conform / people in the “out group” are marginalized and discounted as having no value / “in group-out group” is all about control and judging others / see it, when it exists, and refuse to play it / it is especially hypocritical in “Christian” settings / to Jesus and other like-minded philosophers, all people are in the “in group”

Industrial

In 1776, when America was born, the economy was based largely on agriculture and

Revolution

individual craftsmanship²⁵³ / people led simpler lives working the fields or plying their trade with far more self reliance and a stronger sense of community / there were no telephones, TVs, stereos, movies, videogames, cars, trains, planes, ships, supermarkets, electric lights, computers or thousands of other everyday realities of modern life / during this time, a person's wealth was largely determined by his holdings in land because land was the basis of the economy / the combination of having lots of land and slave labor to work it produced great wealth for the few (including many of the Founding Fathers) / but earlier, back in England in 1712, the engineer Thomas Newcomen had unwittingly unleashed a new age that would forever change England and the rest of the world²⁵⁴ / Newcomen had developed an improved machine powered by steam and designed to extract water from a mine to enable the miners to work deeper / this initial partnering of man and machine would spread fast and spark a wave of invention and transition known as the Industrial Revolution that would change the very foundation and character of English and American society / new machines, new sources of energy, new raw materials, new processes, new ways people worked and, most of all, new sources of immense wealth / machines could be used to pump water out of mines, weave high volumes of fabrics, dig huge amounts of ore, transport people, process raw materials (like iron into steel) and many other tasks / the new machines required new energy sources to operate like steam, coal, electricity and petroleum and the increased application of science to industry produced wide scale invention and investment / one of the most important developments of the Industrial Age was the modern corporation with stockholders to provide the huge capital (money) required to take advantage of industrial age business opportunities / for example, it took lots of money to build a giant mill with machine-driven looms and hundreds of people working to produce fabric / but the payoffs for success were huge and the new basis for wealth in the Industrial Age was not owning land, but owning the means of production / it was all about having enough capital to finance huge business operations that could then generate huge profits using the combined labor of machines and people to produce mass goods for emerging mass markets / in 1780, there were seven business corporations in America – by 1790 there were forty and in the last ten years of the 18th century 295 more corporate charters were granted²⁵⁵ / by their nature, huge concentrated business operations like factories or mines, drew thousands of people from the farms to work in the newly emerging cities / factories were set up to make the human jobs as simple as possible reducing the skills required and enabling workers to be easily replaced / this was really the birth of capitalism in America as a way of life dominated by private ownership of the means of production with mass employment of laborers to keep the machines producing goods at maximum speed / there has been a tremendous transformation in American life as a result of the Industrial Revolution / the driving force behind it was fulfilling the emerging mass needs of an ever growing population / more food, more energy, more transportation, more houses, more buildings, bridges, roads, factories, airports, ships, trucks, concrete, shoes, cars, appliances, tools, tires and everything you could imagine / it was a new way of life to earn a wage working for a factory and using your money to buy goods / it was a new way of generating wealth by getting in front of a new invention and its diffusion through the American population / think about trains – when they first came out, people made fortunes on them because they were new and everyone needed to use them to travel and transport goods / then cars came along and people made fortunes manufacturing cars and fulfilling that emerging need / every invention brought its own story of new heights of family fortunes / so it was for mass produced textiles, steel mills, banking, mining, oil, construction, automobiles, electricity and hundreds of other areas /

capitalism and the Industrial Revolution were made for and from each other and American society was transformed, but into what? / the costs of the Industrial Revolution have been extreme and they now literally threaten the future of the human race / the Industrial Revolution gave birth to an adversarial relationship between business owners and workers / the owners saw their workers as just costs that were to be kept as low as possible and workers became dependent on capitalists to earn a living / unfortunately, this led to workers being exploited by long hours, unsafe working conditions, child labor and other factors / these causes led to worker revolts in one form or another / the relationship of corporate owners to their employees in America can best be defined as “top down” and “authoritarian” / as the Industrial Revolution progressed and new levels of immense wealth emerged, more and more of the country adopted the viewpoint that all growth is good and corporations can do no wrong / unfortunately, the underbelly of the Industrial Revolution is dark and includes the squandering of natural resources, huge environmental damage, enormous health costs and a new world business model based on the “survival of the greediest” / virtually all of the world’s conflicts are based on competition for limited remaining natural resources / the “Agricultural Age” gave way to the “Industrial Age” which has given way to the “Information Age” / but whatever age we are in, the relationship between owners and employees must change / most people want to apply themselves to meaningful work that improves their own lives and the lives of others / when the well-being of people supercedes short term corporate profitability as the prime American value, it will be possible to have a more rational world emerge / as long as machines and their owners are more important than the people they are supposed to serve, the future of the world will remain in jeopardy (Sources: Porter, Glenn, “Industrial Revolution,” MSN Encarta, http://encarta.msn.com/encyclopedia_761577952/Industrial_Revolution.html, Smith, Adam, *Wealth of Nations*, New York, NY: Bantam Dell, 2003, 5th Edition and Montgomery, David, *The Fall of the House of Labor: The Workplace, the State, and American Labor Activism, 1865-1895*, Cambridge, MA: Cambridge University Press 1987, Reprinted 1999)

King, Dr. Martin Luther Jr. –
Civil Rights

Dr. Martin Luther King, Jr. was a primary leader in the civil rights movement of the 1960’s / the courage and character of the struggle was beyond moving and rocked the soul of America / he was an extraordinarily eloquent spokesperson for human decency, justice and peace / like Ghandi, Dr. King believed in making his points through non-violent means / he and his followers faced institutionalized prejudice and sanctioned violence / the acts of non-violent protest inspired genuine change and growth in the consciousness of many Americans - they made society look at itself / the power of Dr. King lay in his total commitment to truth and his mastery as an orator / he helped change minds and gave African Americans leadership, direction and pride that only grows with time / the challenges that Dr. King sought to overcome still exist in many ways / there is much work to be done, but he will always be a shining light in the struggle for peace, justice and fairness for all people on planet earth

King, Dr. Martin Luther Jr. –
Non-violent Protests

Dr. Martin Luther King, Jr. had six steps he laid out for promoting nonviolent social change²⁵⁶ / 1. Information Gathering - Gather all the information about an issue, problem or injustice from all sides of the issue. You must become an expert on your opponent’s position. / 2. Education – Inform others, including your opponent, about your issue. This minimizes misunderstanding and gains you support and sympathy. / 3. Personal Commitment – Check and affirm your belief in the philosophy and methods

of nonviolence. / 4. Negotiation – Present the other party with a list of injustices and a plan for resolving these injustices. Use courtesy, intelligence and humor! Look for what is positive in what the opponent does. Look for ways your opponent can also win. Do not seek to humiliate your opponent. / 5. Direct Action – Direct action illustrates the injustice it seeks to correct. It is taken to morally force the opponent to work with you in resolving the injustice. / 6. Reconciliation – Nonviolence seeks friendship and understanding with the opponent. Nonviolence is directed against evil systems, forces, policies, and actions - not persons. The final aim is Dr. King's "Beloved Community" / methods of nonviolent action include – public speeches, letters of opposition or support, declarations by organizations, signed public statements, representatives meeting with officials, group petitions, slogans, cartoons, symbols, banners and posters, leaflets and books, records, radio, television, websites, e-mail, skywriting, awards, lobbying, picketing, displays of flags, wearing symbols, public worship and prayer, delivering symbolic objects, symbolic reclamations, vigils, humorous skits, plays, music and singing, marches and parades, religious processions, pilgrimages, motorcades, mock funerals, homage at burial places, assemblies of protest or support, teaching sessions, walk-outs, silence, turning one's back, suspension or boycott of social and sports activities, student strikes, withdrawal from social institutions, stay at home strikes, giving sanctuary to "illegal" persons, consumer boycotts, withdrawal of bank deposits, hunger strikes, sale of stocks, refusal to pay taxes, lockouts, worker's strikes, slowdown strikes, sit-down strikes, boycott of institutions, boycott of elections, civil disobedience, disguised or hidden disobedience, refusal to disperse, reluctant or slow compliance, nonviolent intervention, street theater, dropping banners and others / the whole idea of nonviolent protest is to call attention to wrongs needing righting without resorting to hurting others / it is often the road of great sacrifice and selflessness for the good of the many / Mahatma Gandhi and Dr. Martin Luther King, Jr. are the historical figures that come to mind when considering leadership in nonviolent social change – but, as always is the case, it was the millions of unsung heroes, following through on that leadership, that made change happen

King, Dr. Martin
Luther, Jr.

Vietnam

Dr. King was killed on April 4th 1968 (he was 39), exactly a year to the day after he delivered a speech called *Beyond Vietnam*²⁵⁷ / in that speech, he made rational and stunning observations on the linkages between poverty at home and war abroad / he opened by saying that it's hard but necessary to speak up / "Even when pressed by the demands of inner truth, men do not easily assume the task of opposing their government's policy, especially in time of war" / he was told that peace and civil rights don't mix, but Dr. King knew better / "There is at the outset a very obvious and almost facile connection between the war in Vietnam and the struggle I and others have been waging in America" / "And I knew that America would never invest the necessary funds or energies in rehabilitation of its poor so long as adventures like Vietnam continued to draw men and skills and money like some demonic, destructive suction tube." / he made another poignant observation / "We were taking the black young men who had been crippled by our society and sending them 8,000 miles away to guarantee liberties in Southeast Asia which they had not found in southwest Georgia and east Harlem." / Dr. King taught young people in the civil rights struggle that using violence to get what they wanted was wrong, but / "They asked if our own nation wasn't using massive doses of violence to solve its problems, to bring about the changes it wanted." / Dr. King continued his speech by revealing the "behind the scenes" truths that Americans were never told / he said Ho Chi Minh was a popular leader with the strong backing of the people throughout Vietnam since 1945 / he

described American influence in helping the French regain their colony / we simply took over from the French and continued their war of colonial exploitation / he described the world from the point of view of the Vietnamese people / “They wander into the hospitals with at least twenty casualties from American firepower for one Vietcong-inflicted injury. So far we may have killed a million of them, mostly children” / “We have destroyed their two most cherished institutions: the family and the village” / Dr. King went on to make connections between waging this type of war and “being on the side of the wealthy, and the secure, while we create a hell for the poor” / Dr. King gave clear recommendations to remedy the horrible situation in Vietnam starting with our priorities at home / “We must rapidly begin to shift from a thing-oriented society to a person-oriented society. When machines and computers, profit motive and property rights, are considered more important than people, the giant triplets of racism, extreme materialism, and militarism are incapable of being conquered” / Dr. King was following his calling in making this critical connection between war and civil rights / read this speech and see if it has relative meaning to today

Level Playing Field

If you played soccer on a field that was slanted towards your opponent’s goal, you would have a big advantage / a “level playing field” is a concept where both sides have an equal chance at success / imagine two political candidates were given an equal amount of money and media access with which to wage a campaign / a level playing field has been established and the candidates both have a fair chance at success / imagine that every public school in America provided a superb education / this would give students a level playing field to help get into college / the whole premise of “fair play” is based on people having a level playing field to play on / tyrants and bullies don’t like level playing fields - they like rigged situations where their success is assured / they will always talk about level playing fields but fields of greed are never level

Library of Alexandria

Around 332BC, Alexander the Great founded Alexandria of Egypt to be the center of his empire²⁵⁸ / within a hundred years, it became the greatest city the ancient world had ever seen and the hub of all scholarship and science / in 323BC, the Library of Alexandria was built to be the central repository of world knowledge / it was generously supported by a succession of Ptolemys or Greek kings who inherited the Egyptian parts of Alexander the Great’s empire / the Ptolemys held the pursuit and accumulation of knowledge in very high esteem / the library was in continuous operation for over 700 years with this royal support / one of its chief librarians was Eratosthenes who was an historian, geographer, philosopher, poet, theater critic and mathematician / among other things, he performed an experiment using two stakes in two cities casting two different angled shadows to determine the circumference of the earth / the real number is 24,900 miles (40,074 meters) and he got it to within a few percent (as measured in “stadia”) - not bad for 2200 years ago / The Library of Alexandria was the first research institute in the world and it had labs, an observatory and a zoo among other features / at its height, nearly a million handwritten papyrus scrolls filled its expansive system of shelves / great minds worked and shared ideas here like Hipparchus (who mapped the stars), Euclid (who systemized geometry), Archimedes (who was a mechanical genius) and Aristarchus of Samos (who suggested that the earth was one of several planets that orbited the sun) / this library was the first place where human beings purposely set out to collect and systematize the knowledge of the world / but science and intellectual exploration was reserved for the elite in society and not shared with the people / the people of Alexandria had no idea of what went on inside of these walls / there was a culture clash developing in

the circles of power as the pursuit of knowledge ran more and more afoul of Christian doctrine / big trouble came to a head in the 4th century AD / Hypatia was a modern wonder woman in an ancient time²⁵⁹ / she was born in AD 370 at a time when women were considered mere property / she grew up to become a beautiful, yet unmarried, woman of science as a mathematician, astronomer, physicist and head of Neo-Platonic philosophy / she did all this, as well as becoming the chief librarian of the Library of Alexandria, during this time of Roman rule / there was a growing Christian movement attacking all things pagan like science and learning / Hypatia was at the epicenter of this power struggle between ruling religious doctrine and frontline scientific discovery / at great personal risk, she continued to teach and operate the library / in AD 415, while on her way to work, she was set upon by a mob of Cyril's followers / she was stripped and her flesh was cut from her bones with abalone shells / her remains were burned along with all of her works and the entire Library of Alexandria / in an enormously fiery dark moment in history, most of the world's accumulated knowledge went up in smoke, inviting 1000+ years of church-enforced ignorance / the loss of ideas, stories, poems, experiments, concepts and other mental expressions stored here is beyond comprehension / it begs the question of how would the world be different today if mankind had avoided this giant intellectual leap backwards / Hypatia, the wise and worldly woman of her day, was brutally murdered by Cyril's impassioned mob and Cyril was made Saint Cyril of Alexandria / many of the ideas first expressed in this library would have to wait a millennium for the great Renaissance thinkers to finally pick up the trail of rational human intellectual exploration (Source: Sagan, Carl, *Cosmos*, (New York: Random House, 1980), pages 14-21 and 333-337)

Life

An organism has life if it has a metabolism (takes in food, processes it, eliminates waste), it grows, it reacts to stimuli, and it reproduces²⁶⁰ / building blocks for life (organic molecules) are found throughout the universe²⁶¹ / earth is a suitable planet, a suitable distance, from a suitable star / earth is in the "habitable" zone of our solar system (not too close to the sun and not too far away) / this made conditions conducive for life to happen (the presence of liquid water on the surface, eventual atmospheric protection from harmful radiation, limited temperature changes, etc.) / the first life form to arise was a prokaryotic cell (a cell without compartments and/or a nucleus), as in bacteria / the earth is 4.5 billion years old and fossils indicate a bacteria capable of photosynthesis, cyanobacteria, existed about 3.5 billion years ago²⁶² / cyanobacteria produced oxygen which eventually accumulated in the atmosphere setting the stage for the evolution of oxygen "breathing" bacteria / eukaryotic cells (cells with internal compartments and a nucleus) evolved about 2 billion years ago, multicellular life evolved 1 billion years ago and the first simple animals evolved 600 million years ago²⁶³ / the eukaryotic cell is the building block of all complex life forms, including all plants and animals²⁶⁴ / life on earth was just microbes for about 3 billion year / the energy source for all life on earth is the sun / life is able to duplicate its pattern of atoms, molecules and cells to reproduce itself from elements found in the environment / the process of evolution shows life dramatically increasing in complexity as time passes / it took about 4 billion years for life on earth to learn to make a human being capable of contemplating life / the very act of life originating from inanimate organic molecules, forming a highly functioning single cell structure and growing into extraordinarily diverse and complex forms, clearly indicates an underlying indwelling intelligence.

Lying

Every human being has the experience of lying / there is a wide range of lies from

little white ones to glaring huge ones²⁶⁵ / we all tried lying as kids to avoid pain or embarrassment / one way to effectively lie is to first convince yourself that what you are saying is true / you must find justification to make your lie(s) “right” in your own mind / if need be, you work to convince others of the rightness of your lies / lies happen from personal lives all the way up to the top of our government / in March 2003, our country waged preemptive, unprovoked war on a sovereign country (Iraq) because of huge lies that were told to the American public²⁶⁶ / it had to be made “OK” to preemptively attack another country / it was made “OK” by telling U.S. citizens that we were under an imminent threat of nuclear attack from a ruthless villain (Saddam Hussein) who was also the behind the 9-11 assault on the World Trade Center²⁶⁷ / after it was too late, this information was revealed to be completely false and blamed on faulty CIA intelligence / the CIA director, George Tenet resigned for “personal reasons” on June 3, 2004 / however, shortly after he resigned, he was awarded the *Medal of Freedom* by the President on December 14, 2004²⁶⁸ / it begs the question of just what he was awarded the medal for? / Paul Joseph Goebbels, Hitler’s Minister of Propaganda and Public Enlightenment, propelled the “big lie” to a fine art²⁶⁹ / as he proved, the bigger the lie and the more often it is told, the more people will believe it – mission accomplished

Manifest Destiny

In the July-August, 1845 issue of *United States Magazine and Democratic Review*, John L. O’Sullivan wrote, “our manifest destiny to overspread the continent allotted by Providence for the free development of our yearly multiplying millions.” / O’Sullivan used the term again in a column he wrote for the *New York Morning News* on December 27, 1845 when he said, “And that claim is by the right of our manifest destiny to overspread and to possess the whole of the continent which Providence has given us for the development of the great experiment of liberty and federated self-government entrusted to us.”²⁷⁰ / he was talking about the U.S. having an innate, God-ordained right to expand its territory west to the Pacific / on February 11, 1847, *The Congressional Globe* reported Representative Giles of Maryland as saying, “I take it for granted that we shall gain territory, and must gain territory before we shut the gates of Janus*... We must march from Texas straight to the Pacific ocean and be bounded only by its roaring wave... It is the destiny of the white race, it is the destiny of the Anglo-Saxon race.”²⁷¹ / manifest destiny is simply a rationalization for imperialist expansion / it serves to make war, occupation and genocide seem “not so bad” and justified as the will of God and the inevitable destiny of the morally superior white race / congressmen were quick to pick up on the new term and use it in their arguments / by 1848, the U.S. had waged war and taken from Mexico what is now California, Texas, New Mexico, Arizona, Utah and Nevada as well as parts of Wyoming, Colorado, Kansas and Oklahoma / once the U.S. had defined its main continental territory, manifest destiny was evoked again to justify expansion into other areas like Alaska, Hawaii, the Philippines, Guam, Puerto Rico and other places / now that the U.S. has exploited expansion opportunities on the surface of the planet we are headed toward seizing outer space for our own exclusive use / in 1999, Republican Senator Bob Smith of New Hampshire wrote the legislation to charter “The Space Commission” which was chaired by Donald Rumsfeld / echoing both Democrats and Republicans using manifest destiny for justification in the past, Senator Smith said about space, “It is our manifest destiny. You know, we went from the East coast to the West coast of the United States of America settling the continent and they called that manifest destiny. Well, now the next continent, if you will, the next frontier is space, and it goes on forever – the assets are unlimited.”²⁷² / today, many feel that as the “winner” of the cold war, it is our “right” to be able to take over space and dictate how it will be used / the truth of the matter

is that manifest destiny is a propaganda term intended to make imperialist aggression and violence seem right, justified and inevitable / it illustrates the tremendous power of well-crafted phrases to shoehorn concepts into people's minds / it's like when the "Department of War" (so called from 1789 to 1949) changed its name to the "Department of Defense" to make it sound nicer and less aggressive / manifest destiny is just another bigoted way of saying that "white might makes right"

**Janus was the Roman spirit of doorways and archways and the origin for "January" – the "temple of Janus" refers to a shrine in Rome called Janus Geminus, a rectangular bronze structure with double doors at both ends – the doors were left open while Rome was at war and they were closed when Rome was at peace (which was not very often)*

Map vs.
Territory

A map is an artificial representation of the real territory²⁷³ / maps can exist in different forms / a digital terrain model is a computer image "map" of the landscape - a road atlas is a "map" of the roads and highways - a menu is a "map" to the food at a restaurant - a religious text is a "map" to the values of that religion / the danger comes from confusing the map with the territory / a classic case of this is reading the Bible literally which, like Alan Watts once said, "is like going to a restaurant and eating the menu instead of the food" / a map symbolizes reality, it is not reality – don't confuse the map with the territory it represents

McDonalds

Ray Krock sold milkshake machines to the busy McDonald brothers' restaurant in San Bernardino, California / he opened his first restaurant licensed from Richard and Maurice "Mac" McDonald in 1955 - Ray was 53 years old / today, McDonalds is the largest retail property owner in the world – the majority of McDonalds corporate profits are derived from rent received from restaurant owners / McDonalds is the biggest distributor of toys in the world through their kids meals / McDonalds is one of the world's largest employers / McDonalds is the world's largest purveyor of fast food which is known to be unhealthy / the more fast food you consume, the more your health is likely to suffer²⁷⁴ / McDonalds is one of the most widely known corporations in the world and their marketing efforts are legendary – they outspend every other company in advertising and marketing / as a result, there's not a child in America who does not "love" McDonalds.....hummm (Source: Eric Schlosser, *Fast Food Nation: The Dark Side of the All-American Meal*, Boston: Houghton Mifflin Company 2001)

Media -
Advertising

The primary source of revenue for giant media corporations is the selling of advertising space to other corporations²⁷⁵ / in 2006, the combined income of the top six media companies (GE, TimeWarner, Walt Disney, News Corporation, CBS and Viacom) was \$293 billion²⁷⁶ / advertising is everywhere including TV, radio, print, billboards, sporting events, storefronts, Internet, bathrooms and on and on / when it comes to commercial media (i.e. television, radio, newspapers, etc.) the product being sold is your eyes and ears to advertisers / advertising revenue pays the bills and earns the profits for media companies / Cable TV was invented in the U.S. and first used in 1948 when it was called "Community Antenna TV or CATV" / by the end of the 1970's there were over 16 million subscribers²⁷⁷ / one of the initial selling points for CATV was increased choice (there used to be only three broadcast television stations), better picture quality and no commercials / it was really worth it to pay a subscription fee to have more stations without commercials / just look at the level of advertising on CATV now to see how much this has changed / public broadcasting (PBS) was originally non-commercial media but it too has become flooded with corporate sponsors / large advertisers have leverage over media companies since they can "pull" their advertising if they are displeased with media content²⁷⁸ / every media

company will firmly claim that this never happen / some people also say that there's no proof that advertising works – but the billions spent on it each year tells the real story / advertising is so powerful it can stimulate people to buy huge, low-mileage vehicles when gas prices were rising and oil supplies shrinking²⁷⁹ / advertising has real power to set trends, create artificial needs and encourage consumption / some countries do not allow advertising to children under the age of twelve - the U.S. has no such restrictions²⁸⁰ / the impact of advertisers is also seen with “naming rights” / public money builds the sports arenas and companies get to pay to put their name on them²⁸¹ / college football bowls now have corporate names too²⁸² / logos flood every inch of TV and many films are nothing but product placement venues / to me, the movie *Castaway* with Tom Hanks was basically a feature length Federal Express commercial / different regions of the country have different regulations regarding billboards and outside signage / in affluent parts of the country, there are typically no billboards on the highways and store signs are small and must blend with the surroundings²⁸³ / people seem to want some control over the intensity of advertising in their lives / digital video recorders and satellite radio are two new technologies that help / try reducing or eliminating your exposure to advertising and see how your thoughts change and your mind opens up

Media -
Commercial

Commercial media (including newspapers, magazines, radio, television, cable systems, satellite systems, Internet, and billboards) grew in the U.S. with emerging technology and with the rise of corporate-based capitalism²⁸⁴ / by definition, media corporations make money by selling the eyes and ears of their audiences to advertisers in order to help those advertisers sell products and services / esteemed journalist Ben Bagdikian's 1st edition of his book, *The Media Monopoly*, was published in 1983, when there were 50 major media corporations dominating the airwaves, publications, film industry and other outlets / rapid consolidation in the media industry continued until his 6th Edition was published in 2000 when only 6 corporations remained to dominate the U.S. media landscape²⁸⁵ / in a May 2000 interview, Bagdikian said that media concentration makes for more media concentration and part of this is because, “media is political power. The mass media stand between the political leaders of a country and the people who vote for them or don't vote for them. And they [candidates] must be filtered through the mass media.”²⁸⁶ / when discussing the nature of large media corporations, he said, “The corporations are much more likely to make sure nobody interferes with their right to do whatever they want and they are not going to be eager, since they are the chief deliverers of information to the public, to deliver information that can do them some harm. So that there is almost an automatic filter that whatever mobilizes the public on anti-social behavior by a corporation has a very high threshold to jump over before it gets into the major news”²⁸⁷ / a similar theme was conveyed in the 1988 book called *Manufacturing Consent* by Noam Chomsky and Edward Herman / in this book, a “propaganda model” is proposed as a series of filters that raw news must past through in order to make it to the public / “The essential ingredients of our propaganda model, or set of news “filters,” fall under the following headings: (1) the size, concentrated ownership, owner wealth and profit orientation for the dominant mass-media firms; (2) advertising as the primary income source of the mass media; (3) the reliance of the media on information provided by government, business, and “experts” funded and approved by these primary sources and agents of power; (4) “flak” as a means of disciplining the media; and (5) “anticommunism” as a national religion and control mechanism.”²⁸⁸ (note: “anticommunism” has since morphed into the “war on terror”) / this “propaganda model” proposes that huge corporate media owners, huge corporate media

advertisers, corporate sponsored “think tank” experts and government or business “official sources” have a lot to do with what makes it into the news in mainstream media and receives follow-up coverage / reflecting on this, one could perceive that the American media system is big business-oriented and rigged against producing well-informed citizens / there seem to be two general belief systems in America about democracy / one system holds that the most moneyed among us should be making the decisions and *The People* are best kept in the dark because, after all, they don’t know what is good for them / the other system holds that *The People* should be a party to the decisions that affect their lives and the better informed *The People* are, the wiser decisions they can help make / a media system is the result of conscious actions on the part of law makers, media owners, regulatory agencies and others and examining the historical performance of the U.S. media system makes it clear who the system has been serving / media critic Robert McChesney said, in his 2004 publication, *The Problem of the Media*, “In this book, I highlight the core problems of the U.S. media system-inadequate journalism and hyper-commercialism-and I chronicle how they are linked to the commercial structures of the media and how these structures are directly and indirectly linked to explicit government policies. These policies have been made in the public’s name but without the public’s informed consent.”²⁸⁹ / most people consider informed consent of citizens the essence of a functioning democracy / as Ben Bagdikian put it, “Democracy depends on an informed consent by the voters. If you know nothing relevant about the candidates, if you know very little about how they behaved in the past – if you know very little about what the implications are of the policies they espouse – you’re voting blindly”²⁹⁰ / a example of this would be how little Americans knew about neo-conservative candidate George W. Bush when he was first running for President in 2000 / Bush failed twice as an oil company CEO and was up for SEC investigation for insider trading²⁹¹ and the Bush family had a decades-long relationship with the Saudi Royal Family²⁹² / these aspects speak to Bush’s potential presidential performance but were virtually ignored in mainstream media / where media power and government are concerned, it’s a bipartisan effort / for example, the 1996 Telecommunications Act, that relieved media consolidation restrictions bringing about the largest and most numerous industrial mergers in American history, was championed by democratic President Bill Clinton and the 1994 Republican-led Congress²⁹³ / journalists working within a highly consolidated and profit-oriented media industry tend to form positive working relationships with politicians / some even become close friends like Ted Koppel and Colin Powell, Bob Schieffer and George W. Bush, Tim Russert and Dick Cheney and Gwen Ifill and Condoleezza Rice²⁹⁴ / as Jim Willis describes it in his book *The Media Effect*, “the relationship between reporters and politicians or government leaders is more of a collaboration than an armed engagement. There is the knowledge among both parties that one needs the other; hence, mutual interests act as the engine for the relationship and keep it going during rough times. In many ways, the dance between journalists and politicians is thus a waltz of self-interests”²⁹⁵ / Judith Miller and Michael R. Gordon of the *New York Times* illustrated this perfectly with their September 8th, 2002 article during the lead up to attacking Iraq called, *Threats and Responses: the Iraqis: U.S. says Hussein Intensifies Quest for A-bomb Parts*²⁹⁶ / there are two interesting statements in this article both provided by “official sources” including, “In the last 14 months, Iraq has sought to buy thousands of specially designed aluminum tubes, which American officials believe were intended as components of centrifuges to enrich uranium” and “The diameter, thickness and other technical specifications of the aluminum tubes [especially the 7075-T6 aluminum alloy used to make the tubes] had persuaded American intelligence experts that they

were meant for Iraq's nuclear program, officials said" / that sounded rather ominous to Americans and the aluminum tubes were the ONLY physical evidence presented in the case for going to war against Iraq / that's what made it so interesting to read the *New York Times* article from October 3, 2004 entitled, *The NUCLEAR CARD: The Aluminum Tube Story – A special report.; How White House Embraced Suspect Iraq Arms Intelligence*²⁹⁷ / this article contained a number of important findings from experts in the Energy Department who examined the aluminum tubes when they first came up as evidence by the White House / the article stated, "The next day, Energy Department officials ticked off a long list of reasons why the tubes did not appear well-suited for centrifuges. Simply put, the analysis concluded that the tubes were the wrong size—too narrow, too heavy, too long—to be of much practical use in a centrifuge" / within weeks, the Energy Department had identified what the tubes were intended for / "It turned out, they reported, that Iraq had for years used high-strength aluminum tubes to make combustion chambers for slim rockets fired from launcher pods. Back in 1996, inspectors from the International Atomic Energy Agency had even examined some of those tubes, also made of 7075-T6 aluminum, at a military complex, the Nasser metal fabrication plant in Baghdad, where the Iraqis acknowledged making rockets. According to the international agency, the rocket tubes, some 66,000 of them, were 900 millimeters in length, with a diameter of 81 millimeters and walls 3.3 millimeters thick. The tubes now sought by Iraq had precisely the same dimensions—a perfect match" / in addition, the article goes on to state, "In fact, the team could find no centrifuge machines "deployed in a production environment" that used such narrow tubes. Their walls were three times too thick for "favorable use" in a centrifuge, the team wrote. They were also anodized, meaning that they had a special coating to protect them from weather. Anodized tubes, the team pointed out, are "not consistent" with a uranium centrifuge because the coating can produce bad reactions with uranium gas" / what is stunning about this October 3, 2004 article is that this same information was available at the same time Miller and Gordon were reciting "official sources" effectively helping to sell the war to America / the truth is that if American's were allowed to hear the facts about those aluminum tubes, common sense would have likely prevailed and the case for going to war would have evaporated / the same holds true for the bogus story about Iraq seeking yellowcake uranium from Niger / a December 3, 2005, *LA Times* article called, "*FBI is Taking Another Look at Forged Prewar Intelligence*²⁹⁸," opens by saying, "The FBI has reopened an inquiry into one of the most intriguing aspects of the pre-Iraq war intelligence fiasco: how the Bush administration came to rely on forged documents linking Iraq to nuclear weapons materials as a part of its justification for the invasion" / again, knowledge of these documents as forgeries was available before the war started (March 19, 2003) but it was not widely reported then, when it mattered / common sense tells you that if the U.S. media were really a "watchdog," there would have been actual investigative reporting done in the lead up to war and the evidence claimed by the Bush Administration would have been seriously refuted / instead, we got 237 misleading statements [161 before the war and 76 after the invasion] made by President Bush, Vice President Cheney, Secretary Rumsfeld, Secretary Powell and National Security Advisor Rice, all exaggerating the threat posed by Saddam Hussein, that were repeated faithfully in the U.S. media²⁹⁹ / not only does media appear to lay down for the needs of the government, the Federal Government is also the largest employer of public relations practitioners in America to further shape the perceptions of citizens³⁰⁰ / other countries also hire PR firms for the same purpose / Hill & Knowlton was hired to help with a Kuwaiti promotional campaign to get Americans behind attacking Saddam Hussein and removing him from Kuwait in the

first Gulf War / in this case, a quasi-official congressional hearing was staged on October 10, 1990 to allow a 15-year-old Kuwaiti girl to emotionally tell congress members and reporters that Iraqi soldiers were throwing babies from their incubators onto the floor in a Kuwaiti hospital / as it turned out, the girl, “Nayirah” was the daughter of the Kuwaiti Ambassador to the U.S. and the testimony was false³⁰¹ / however, that key information did not come out until after the story was widely repeated in the media for months followed by the decision to go to war made on January 12, 1991 / in Jim Willis’s 2007 book, *The Media Effect: How the News Influences Politics and Government*, he describes a Critical Cultural Theory of media whereby, “those with the money and the muscle form a cooperative, elite group in government and media. The media set the public agenda, and the role of the media is to mobilize public support for special interests that dominate government and society”³⁰² / he further describes this theory by saying, “Under this theory, the elites of American society use the media to strengthen their positions and their hold on to power and influence...The goal of the elite, under this philosophy, is to dominate the working classes. The elite influence the media content, which, in turn, keeps the public in line with the influential classes in society”³⁰³ / interestingly enough, while Willis says, “This theory has good support in history going as far back as the pre-revolutionary days in colonial America”³⁰⁴ he also says the theory has a big problem in the form of the media investigating Watergate bringing about the resignation of a very powerful U.S. President, Richard Nixon³⁰⁵ / it is interesting to note that Nixon was able to prosecute his “secret” bombing of Cambodia (1969-1973)³⁰⁶ resulting in over 600,000 deaths³⁰⁷ with media cover all the way but he got in trouble with the media when his people broke in to the Democratic National Headquarters located at Watergate / Chomsky and Herman say it this way in *Manufacturing Consent* / “History has been kind enough to contrive for us a “controlled experiment” to determine just what was at stake during the Watergate period, when the confrontational stance of the media reached it’s peak. The answer is clear and precise: powerful groups are capable of defending themselves, not surprisingly; and by media standards, it is a scandal when their position and rights are threatened. By contrast, as long as illegalities and violations of democratic substance are confined to marginal groups or distant victims of U.S. military attack, or result in a diffused cost to the general population, media opposition is muted or absent altogether. This is why Nixon could go so far, lulled into a false sense of security precisely because the watchdog only barked when Nixon began to threaten the privileged.”³⁰⁸ / another indicator of media serving the influential classes in America is the current nature of political news/talk radio / on June 21, 2007, the Center for American Progress and Free Press published a report called, *The Structural Imbalance of Political Talk Radio* containing an analysis of programming on the 257 news/talk stations owned by the five largest commercial station owners³⁰⁹ / the three key conclusions were: (1) 91% of the programming is conservative, 9% is progressive, (2) 2,570 hours of conservative talk radio are broadcast each day compared to 254 hours of progressive talk, and (3) 92% of the stations do not broadcast a single minute of progressive talk radio programming / it is interesting to note that the rapid rise of conservative talk radio started in 1987 when the FCC repealed what is known as the Fairness Doctrine / according to Steve Rendall of Fairness and Accuracy in Reporting (FAIR), “The Fairness Doctrine had two basic elements: It required broadcasters to devote some of their airtime to discussing controversial matters of public interest, and to air contrasting views regarding those matters. Stations were given wide latitude as to how to provide contrasting views: It could be done through news segments, public affairs shows or editorials³¹⁰ / this doctrine reflects the fact the airwaves belong to the public and

there are limited frequencies over which radio can be broadcast in any market, so there is an implied need to have a least some balance in broadcasted views / radio is still hugely popular in America and the idea of the Fairness Doctrine goes way back to commercial radio's inception / Rep. Luther Johnson (D-Texas), in the debate that preceded the Radio Act of 1927 said, "American thought and American politics will be largely at the mercy of those who operate these stations for publicity is the most powerful weapon that can be wielded in a republic. And when such a weapon is placed in the hands of one person, or a single selfish group is permitted to either tacitly or otherwise acquire ownership or dominate these broadcasting stations throughout the country, then woe be to those who dare to differ with them. It will be impossible to compete with them in reaching the ears of the American people³¹¹ / reinstating the Fairness Doctrine will hardly balance the airwaves but it is still energetically opposed by conservative groups like the Culture and Media Institute / as Brian Fitzpatrick explains in his *Unmasking the Myths Behind the Fairness Doctrine* report, "The Fairness Doctrine, first established in 1949, required broadcasters who expressed opinions about controversial issues to give air time to the other side. While its stated intent was to provide balance and increase the amount of opinion available to the public, in practice the Fairness Doctrine stifled free speech by intimidated broadcasters and driving up the cost of broadcasting editorials, and it served as a handy weapon against political opponents"³¹² / the conservative bias in current talk radio is also reflected in print where there is always a "Business" section but never a "Labor" section in the vast majority of newspapers / you can also watch a wide array of business-oriented talk shows on TV and PBS but it's difficult to find a labor-oriented talk show anywhere / even with these indicators showing an overwhelmingly corporate conservative orientation to American commercial media there is a near constant drumbeat of complaint about the so called, "liberal" media / allegedly, liberal reporters use their media access to forward their liberal agendas / but reporters don't call the shots - media owners do and media owners are almost all white, male, wealthy conservatives / media owners hire, fire, allocate funds and determine the goals of the organization / like media critic Jeff Cohen said, "The notion that largely conservative media owners hire left-wingers to run their news outlets is no more credible than owners of restaurant chains hiring militant vegetarians to run their steakhouses"³¹³ / in addition, there is a process called the "socialization of journalists" whereby editors, fellow journalists, professional development workshops, contests (like the Pulitzer Prize and Peabody Awards), media coaches and other influences start affecting what journalists report / as Jim Willis puts it, "... the various kinds of socialization a journalist goes through will, over time, influence his or her ideas about which kind of events, issues, and people should become the focus of news and feature stories"³¹⁴ / media is an essential tool for either limiting or expanding the well being and influence of *The People* in American democracy / since the airwaves belong to *The People*, commercial media are legally obligated to serve the public good / but serving the long-term public good can sometimes conflict with maximizing short-term profits / profits are maximized by pleasing large advertisers and pleasing large advertisers is done by maintaining viewer attention (usually through sex, violence and titillating news topics) and continuing a "buying mood" among as many affluent viewers and listeners as possible / perhaps the greatest example of commercial media's preference for profits over the public good is in the case of cigarettes / in 1954, the American Cancer Society released results of a study on 187,000 men and concluded that cigarette smokers had a death rate 75% higher than non-smokers and a 1600% higher rate of lung cancer³¹⁵ / many studies showed decades ago a definitive link between smoking tobacco and early death / however, to this day, commercial

media continues to portray this linkage as controversial or non-existent / between 1954 and 1983, the tobacco industry spent more than \$9 billion dollars advertising cigarettes in magazines, newspapers, radio and television / during that time, 8 million Americans died from tobacco-linked disease³¹⁶ / commercial media colors and shapes the way democracy and reality look to *The People* by story selection, tone, emphasis, images, captions and many other factors / commercial media are also capable of burying remarkably important stories / at <http://www.wanttoknow.info/mediacover-up> 20 top journalists expose major media cover-ups in recent history including the allegations of the U.S. Navy accidentally shooting down TWA Flight 800 in 1996, the CIA dealing crack cocaine in the 1980's and the Secretary of State in Florida stealing over 50,000 votes in 2000 / it is instructive to read these accounts and take note of the severe consequences some of these journalists experienced as a result of pursuing power-threatening stories / commercial media are the gateway to our political process and commercial media are not merely pro big business - they ARE big business / they have a two-pronged agenda - to maximize profits for big business and to craft public perception in ways that favor big business - all with a contrived "liberal" image for cover / the fact is, the only thing liberal about the commercial media is their liberal adherence to their underlying corporate agenda / as of 2008, the "big six" media firms included General Electric (2006 revenue: 163.4 billion), TimeWarner (2006 revenue: 44.2 billion), Walt Disney (2006 revenue: \$34.3 billion), News Corp (2006 revenue: 25.3 billion), CBS (2006 revenue: 14.3 billion) and Viacom (2006 revenue: 11.5 billion)³¹⁷ / these 6 giant media corporations represent a combined 2006 revenue of 293 billion dollars demonstrating clearly that big media IS big business in America

Media - Public

The concept of "public media" is to have some mass media outlets dedicated to serving the public good as opposed to selling the public products / the idea is that citizens, across the country, should be able to tune into public broadcasting on radio and television stations and experience programming focused on the education, well being and betterment of people / imagine back during Galileo's time when he was punished by the Church for pointing out that the earth moved around the sun, not the other way around³¹⁸ / if there were genuine public media at that time, the physics and observations of Galileo's work (and others) would have been presented to the people and the truth would have displaced church-enforced dogma far sooner in human history / this seems to be the animating spirit behind the Carnegie Commission and their 1967 report *Public Television: A Program for Action* (at the time their focus was on expanding Educational Television - radio was later added by Congress)³¹⁹ / the summary of their report opens by saying, "The Carnegie Commission on Educational Television has reached the conclusion that a well-financed and well-directed educational television system, substantially larger and far more pervasive and effective than that which now exists in the United States, must be brought into being if the full needs of the American public are to be served" / the Carnegie Commission proposed creating a Corporation for Public Television to receive and disburse government and private funds to get programming developed and distributed to independent local stations / the Commission also proposed taxing the purchase of television sets³²⁰ to generate their recommended \$40 million (\$245 million in 2007 dollars³²¹) of initial funding / as stated in Item 10 of the report. "In this manner, a stable source of financial support would be assured. We would free the Corporation to the highest degree from the annual governmental budgeting and appropriations procedures: the goal we seek is an instrument for the free communicating of ideas in a free society" / sacrosanct funding for public media is

crucial because, by its very nature, public-oriented media can threaten powerful business and government interest groups / Congress passed the *Public Broadcasting Act of 1967* which created the Corporation for Public Broadcasting (CPB) and called for “programs of high-quality obtained from diverse sources” to be “made available to non-commercial educational television and radio broadcast stations”³²² / CPB, in turn, created the Public Broadcasting Service (PBS) in 1969 and National Public Radio (NPR) in 1970³²³ / the Corporation for Public Broadcasting (CPB) was set up to distribute funding to independent stations nationwide and to support program development³²⁴ / however, the funding was not protected / in 1970, a documentary called *Banks and the Poor* did a critical assessment of banking practices and listed members of Congress who had bank holdings or were serving on bank boards / while this was clearly interesting and useful information to the public - it was unsavory for banking and business interests / it so upset President Nixon that in June, 1972, he vetoed funding for public broadcasting until the chairman, president and director of PBS had resigned³²⁵ / public broadcasting is not insulated from funding cuts and its board of directors is appointed by the President³²⁶ / this reality has transformed “what could be” into “what is” / in July 1999, the board of directors for the Corporation for Public Broadcasting adopted a mission statement claiming, “The mission of CPB is to facilitate the development of, and universal access to, non-commercial high quality programming and telecommunications services...The fundamental purpose of public telecommunications is to provide programs and services which inform, enlighten and enrich the public. While these programs and services are provided to enhance the knowledge, and citizenship, and inspire the imaginations off all Americans, the Corporation has particular responsibility to encourage the development of programming that involves creative risks and that addresses the needs of un-served and underserved audiences, particularly children and minorities”³²⁷ / this is a nobly-stated mission but the easily observable truth of today’s public broadcasting is that it is made up of extensive fundraising mixed with safe programming, corporate and foundation underwriting mixed with entrepreneurship to sell products to pay for operating expenses / like Amy Goodman (of www.democracynow.org) pointed out, “*Sesame Street* used to be brought to you by the number 2 and the letter A, which was sort of a play on commercialism but not commercialism. Today, *Sesame Street* is brought to you – and this is not a joke – by the number 2 and the letter Z for Zithromax by Pfizer”³²⁸ / when corporations and underwriters first started advertising on PBS and NPR, they could only mention their company name but that changed in 1983 with the advent of “enhanced” underwriting bringing about full-fledged commercials³²⁹ / in 2006, public radio stations received 34% of their revenue from listener supporters, 25% from corporate underwriting and foundations and 13% from CPB allocations³³⁰ / in my experience, when PBS and NPR first started, they were more closely serving their original mission / there were dramas, science programs, children’s shows and documentaries, all presented virtually commercial free / but even so, award winning programming that informed people about sensitive topics was contained / films like, *Global Village or Global Pillage?*, *The Money Lenders\$: The World Bank and IMF*, *Paying the Price: Killing the Children of Iraq*, *In Search of Palistine* and *The Panama Deception* all had short or non-existent runs on PBS / on the other hand, films like *The Prize: The Epic Quest for Oil, Money and Power*, which flatters the petrochemical industry and *James Reston: The Man Millions Read*, which flatters a New York Times columnist, got national viewing³³¹ / the bulk of talk shows on PBS have a conservative, business perspective and most of the guests share a “big business” vantage point / finding a labor-oriented program on PBS or NPR is a needle-in-the-haystack proposition (try it and see!) / public media in the U.S. has been co-

opted and stripped of its promise / true public media puts the interests of the public first / like Thomas Jefferson said in a 1792 letter to George Washington, “No government ought to be without censors, and where the press is free, no one ever will. If virtuous, it need not fear the fair operation of attack and defense. Nature has given to man no other means of sifting out the truth whether in religion, law or politics. I think it as honorable to the government neither to know nor notice its sycophants or censors, as it would be undignified and criminal to pamper the former and persecute the latter”³³² / it seems the only way to truly “free the press” in public media is to remove funding pressures and commercial interests and let excellent journalists, producers and programmers do their jobs in support of the public good

Medical Care

Quality medical care (health care) should be a basic right for every citizen in the world's richest country, but it's not / As of 2008, the health care system in America was rated last place among all industrialized nations (that's 37th), America is the only industrialized nation to not have universal health care and around 47 million Americans currently go without health insurance³³³ / the primary focus of a medical health care system should be enhancing the long term health and well-being of people - not generating corporate profits / medical systems can work quite well without a profit motive / this is shown clearly in the April 15, 2008, PBS WGBH Frontline, episode called, *Sick Around the World: Can the U.S. Learn Anything from the Rest of the World about How to Run a Health Care System?* (<http://www.pbs.org/wgbh/pages/frontline/sickaroundtheworld>) / this program documents five rich capitalist democracies and how they provide high quality health care to all of their citizens for about half the cost per person than in the U.S. / in countries like England, Japan and Germany, the medical professionals providing the services are paid fairly and the focus of the system is to provide quality care for all citizens – not maximize profits for a few large corporations and their investors / in 2001, over 700,000 people in America went bankrupt due to medical bills and most of them had medical insurance³³⁴ / this does not happen in the world's other richest countries where citizens rarely or never even SEE a medical bill / I recently witnessed the essence of the American medical system when a friend got four stitches in an emergency room and it cost \$1200 - and that was WITH medical insurance / America's current system is profit-based with high-priced CEO's serving investors with short term goals to cut costs (reduce services to people) and maximize profits / even though the U.S. system is extraordinarily expensive (which presumably indicates top quality), somewhere between 44,000 and 98,000 lives are lost every year through preventable medical mistakes according to a 1999 *Institute of Medicine* report³³⁵ / even with the enhanced awareness of this very big problem, this number improved little between 1999 and 2004³³⁶ / preventative care is also not a U.S. health care focus even though preventing disease is far cheaper than treating disease / one place this can be seen is in the huge health costs that are generated by certain industries like tobacco where the public bears extreme expenses both in negative health effects and in greatly increase medical costs³³⁷ / the top causes of death in the U.S. (heart disease, cancer and stroke³³⁸) are all largely preventable³³⁹ / logic dictates that medical care professionals want to take excellent care of people / therefore they want preventative health care, they want a smarter public to take better care of themselves and they want a government that vigorously protects public health from all hazards - even those generated by powerful corporate interests / the genuine improvement of America's medical care system will happen when the public's health and well-being supercedes corporate profits in importance and priority / one of the prime responsibilities of a democratic government should be to preserve the excellent

health and well-being of citizens / universal health care with well-paid health care professionals, drug industry bargaining power and a non-profit business model is a common sense approach to cost-effectively succeeding in this effort / imagine every citizen in America had quality health care automatically and imagine all health care entities were empowered to educate citizens and lobby for legislation to protect them from preventable diseases / the benefits to people's lives would surpass calculation as would the benefits to America, small and large business owners and wise investors alike

Metaphysics

Metaphysics is a concept, conceived of in Ancient Greece, that there is an underlying truth behind the physical "reality" that we experience through our senses / the word "metaphysics" means "what comes after physics" and was a term used by students of Aristotle to refer to the treatise of Aristotle (who never used the term metaphysics himself) called "first philosophy" that literally "came after" his treatise on physics³⁴⁰ / Plato (following the teachings of Parmenides, who is known as the father of metaphysics) taught his students to look beyond appearances and perceive the reality that existed behind them³⁴¹ / this idea has amazing implications for curious minds / for example, one of the basic principles of motivational theory is that your thoughts precede and affect your experienced reality³⁴² / we each bring our own reality into being from what we think about most / to many people, this seems strange (or ridiculous or impossible) because we have been taught that "reality" is what we perceive through our senses / but take a much closer look at the situation / put your finger tip on a "solid" surface and then use your imagination to start going smaller and smaller and smaller / reduce yourself to the size of a molecule, then shrink to the size of an atom within that molecule – it will take 100 million atoms lined up, end to end, to be as wide as the tip of your full-sized finger³⁴³ / now go even smaller to the size of an electron going around the nucleus of an atom forming an electron cloud – atoms are almost all empty space so it is literally true that matter is mostly made of nothing³⁴⁴ / now go much, much smaller down to newly discovered sub-atomic particles called neutrinos which are so small, 50 trillion of them pass through your body each second without colliding with your atoms³⁴⁵ / go even smaller and current theory has "super strings" of energy existing in a realm billions of times smaller than electrons³⁴⁶ / just as Einstein said so many years ago, $E=MC^2$ or energy equals mass times the speed of light (squared) / this means that energy is the same as mass and mass is the same as energy / there is nothing "solid" in the universe because ultimately everything is made up from the same energy expressed in different "patterns" / this holds true for everything that is – including people / every person is made up of over 100 trillion (10^{13}) tiny cells³⁴⁷ and 10^{28} individual atoms³⁴⁸ / each cell is made up of molecules, atoms, sub-atomic particles and so on down to energy / this is the realm of metaphysics where energy is seen as the ultimate "reality" / this is why thoughts, which are a form of energy³⁴⁹ go out into the world and affect your experienced "reality"³⁵⁰ / like the saying goes, "whatever you hold in mind, you attract in kind" / you are far more than you appear to be on the surface / you are literally energy in motion or e-motion / at your core, you are affected by the energy you give and receive from the people around you / metaphysics is the realm of "reality" that goes beyond the five senses / every one of us is literally connected to everyone and everything else and the only real illusion in life is not seeing this / back in Ancient Greece, it took a leap of faith to believe in things beyond the observable because there was not the technology required to explore and test those ideas / today, the ongoing search for "ultimate reality" has delivered us to a level of understanding that can bring the smartest among us to a humble place / we are each alive (animate) yet

we are made up of 100% atoms which are not alive (inanimate) / what is alive about us is the precisely organized pattern of energy, atoms, molecules and cells that enables life processes to occur and allows each of us to live / this pattern gives us our unique ability to consciously experience the “reality” of our world through our particular physical senses / look for the underlying truth to the perceived “realities” in your life and then take a metaphysical “reality check” and comprehend what is really going on

Military Industrial Complex

The Military Industrial Complex is an alliance of industrial, military and governmental agencies responsible for developing and producing the tools of war / the term originated in the 1961 farewell address from Dwight D. Eisenhower / the president said, “until the latest of our world conflicts (WWII) the United States had no armament industry. American makers of plowshares could, with time, and as required, make swords as well. But now we can no longer risk emergency improvisation of national defense; we have been compelled to create a permanent armaments industry of vast proportions” / the problem was Russia and their superpower ability to wage conventional and nuclear war / after Russia broke apart in the 1980’s, America was the only superpower remaining / the main reason for a vast armaments industry was gone, yet the industry continued to grow rapidly / Eisenhower recognized the inherent danger involved in joining an “immense military establishment and a large arms industry” / he said, “we must guard against the acquisition of unwarranted influence, whether sought or unsought, by the military industrial complex. The potential for the disastrous rise of misplaced power exists and will persist” / the “influence” he was talking about was the influence over governmental policy that could increase the profits for the involved companies and their investors / companies that manufacture weapons would naturally desire a state of continuous war in the world so to maximize their profits / in fact, the top manufactured export from America today is weaponry - it would seem Eisenhower’s worst fear has materialized / the current defense budget is over \$400 billion dollars - more than eight times the next country / the U.S. military is deployed all over the world and we are now waging openly preemptive wars / many of our leaders and their associates are invested in the companies that are greatly profiting / the military industrial complex has also been at the epicenter of modern technological advancements / research conducted here led to the development of transistors, electronics, optics, computers, the Internet, microwaves, telecommunications, satellites, global positioning systems and others / these technologies are developed through public funding (the defense budget) and when they work, they’re turned over to private industry / private industry reaps huge profits from technologies they did not have to pay to develop / the military industry complex is also the source of gruesome weapons including napalm, cluster bombs, land mines, atomic bombs, biological weapons, chemical weapons, agent orange, depleted uranium munitions and others / these weapons have “lingering deadly effect” and are against the spirit of the Geneva Conventions / many of these weapons succeed in killing and maiming our own troops / many of these weapons inflict huge damage on civilian populations / since WWII, the American public has spent trillions of dollars and millions of brilliant careers to create weapons to decimate human beings and destroy the planet / this was all done in the name of spreading democracy, peace and justice to other countries / investments of tax dollars in military hardware only bring a return on investment (ROI) for the manufacturers and stock holders / investments of tax dollars in infrastructure, education, social programs and healthcare continue to provide “returns” to Americans long after the initial money is spent / as Eisenhower said back

in 1961, “America’s leadership and prestige depend, not merely upon our unmatched material progress, riches, and military strength, but on how we use our power in the interests of world peace and betterment” / we will always need to have a military but perhaps we should concentrate on defending our homeland – not policing the world and building more weapons than anyone else on the planet / Like Eisenhower said in a speech before the American Society of Newspaper Editors on April 16, 1953, “Every gun that is made, every warship launched, every rocket fired signifies, in the final sense, a theft from those who hunger and are not fed, those who are cold and are not clothed. This world in arms is not spending money alone. It is spending the sweat of its laborers, the genius of its scientists, the hopes of its children... This is not a way of life at all in any true sense. Under the cloud of threatening war, it is humanity hanging from a cross of iron.”

Military Pay

Pay is far lower for people in the military than for their counterparts in civilian industry – this is especially true in the senior ranks / for example, in 1975, my father was a 3-star admiral and in command of a carrier group with over 70,000 people, two aircraft carriers, support ships and hundreds of multi-million dollar aircraft / his pay at the time was less than \$70,000 per year / his counterpart in the business world with a similar level of responsibility was easily making over \$500,000 per year / today, CEO pay has skyrocketed and military pay has increased somewhat / using the military pay calculator located at www.defenselink.mil, a 4-star admiral with 30 years of service would earn around \$180,000 annually – a CEO with a similar level of responsibility would easily take in ten times as much or over \$1.8 million annually / the Wall Street Journal CEO Compensation Survey 2004 (April 11, 2004) listed CEO compensation for 350 major corporations within varied business areas / the median CEO pay for oil and gas companies was just under \$4 million annually and for technology companies, it was just under \$6 million annually / although they were not specifically listed in the survey, it is assumed that military contractor CEOs are in the same pay ballpark / retired military people are excellent hires because they are well-trained, well-connected and have strong work ethics / but in my view, military personal should get excellent pay while they are putting their lives on the line / military medals are nice but they cannot make up for the huge inequities in pay / imagine there were a law that CEOs for defense contractors could not earn more than the highest ranking military officer during war time – it would end war instantly / why should people risking their lives for their country make a fraction of the people working in nice safe businesses?

Military Service

There are few acts as patriotic as joining the military in defense of your country - but military service has a history / great empires of the past had militaries focused on conquering other peoples to expand territory and extract riches / the Spanish conquistadors (conquerors) destroyed the Aztecs, Incas and other peoples and brought their great riches back to their king / their job as their country’s military was to “explore and exploit” other lands for the good of the homeland / this model of colonial operation has been shared by powerful countries throughout recorded history / the Revolutionary War brought a new kind of military service into being / America was fighting for its independence from colonial rule / American farmers were asked to lay down their plows, pick up muskets, and do battle against professional British soldiers / the farmers were fighting for something they believed in - the idea of a free and independent America - free from the control and exploitation of a colonial power / this principle was worth fighting hard and dying for, as many did / defending the ideals of independence, freedom and democracy for citizens is the honorable use of our gallant military / using our military to advance business interests abroad, over

the good of citizens abroad, is not appropriate / it is hypocritical to our expressed American values / advancing American values in the world means helping other countries achieve genuine democracy and independence for themselves / that means the people of a country get the primary benefits from their own resources, not multinational corporations / the U.S. business class will claim “their interests” are the same as America’s “national interests” (what’s good for GM is good for America, right?) / to the business elite, it is “right” to use U.S. military force to secure the natural resources that America needs / the U.S. business goal of maximizing profits inspires them to want to be the “source” of these precious resources / but if we hold true to U.S. expressed values, the only worthy use of our military might is to defend other peoples of the world from domination and exploitation, not the other way around / as supposed purveyors of freedom and liberty, our job should be to help other peoples who want to reap the benefits of their own resources – just like those American farmers did over 220 years ago / the gallantry, honor and integrity inherent in our military service men and women is unsurpassed / we have people with an amazing passion for their country and a burning desire to contribute to something great - something bigger than themselves / ideals worth fighting for / defending America from genuine threats and preserving the right of all people to live in free democratic societies, is the proper use of our military / to secure control of valuable resources for the use of a few multinational corporations, is not

Mob Mentality

There are two meanings of “mob” mentality / when a mob (a large group of people) is emotionally charged, undesirable things can happen / mobs hang people, mobs pull people from their houses, mobs loot stores and mobs trample others / mobs are typically short lived “heat of the moment” events where individuals feel empowered to do things that they wouldn’t normally do / the other meaning of “mob” mentality is to think like someone in the mob (organized crime) / the mob enforces their right to do business through violence and intimidation / mobs seek overwhelming power to thwart resistance / mobs “establish credibility” by enforcing their will through acts of violence / they give victims the message that it is “futile to resist” so get in line / the essence of either of these “mob mentalities” is that “might makes right”

Money & Wealth

There is a vast difference between money and wealth / money is an agreed to symbol with an agreed to value / it serves as a medium of exchange so people can conveniently buy and sell goods and services / money is not worth anything, in and of itself – it’s just a piece of paper or a slug of metal with an imprint on it / what makes money valuable is the underlying wealth or “value to people” that it represents / wealth is that actual substance, object, service or scenario that provides benefits to people / wealth would be things like trees, healthy food, clean water, air, fertile soil, rain forests, clean oceans, beneficial climates, mineral resources, human labor, creative ideas and other things / these things make survival and enjoying life possible / wealth is directly related to the enhancement of the human life experience / the big problem with wealth is that it is like the story about the goose that laid the golden egg – kill the goose and no more golden eggs / wealth can be squandered and destroyed and it happens when people value money more than the wealth behind the money / this is like clear cutting a huge forest of ancient redwood trees for a one time “cash out”- it’s insanity because it destroys the wealth / money is not the root of all evil; the love of money is the root of all evil / when money is loved more than people – it gets out of whack with its purpose / money is a tool for getting things done – it facilitates productive activities – it’s a means to make things happen / but today, literally trillions of dollars flow around this globe daily and 99% of it has nothing

to do with productive economic activities / it's only about using huge amounts of money to earn more money for people who have more money than any human could ever spend / it's pure speculation and gambling and should be recognized as such and disallowed / those who make the money in society decide the rules, and when the money is all that matters to the system, the few will get rich while the genuine wealth will get squandered to everybody's downfall / it is pathological to value money over the well-being of our planet and its natural resources that support our lives / the quality of the human experience is greatly enhanced by things that cannot be bought for any money / you cannot buy real friends, you cannot buy an honest reputation, you cannot buy the true love of a beautiful partner, you cannot buy a humble appreciation for the gift of life and you cannot buy happiness / know the difference between money and wealth, and more importantly, learn to value most those things that money just can't buy

Moon

The moon is the only natural satellite of the earth / current theory holds that the moon was formed from matter knocked out of the earth by a collision with another body the size of Mars / this was 4 billion years ago and it took time for the debris from the collision to combine into the moon / the moon averages a distance of about 248,000 miles (400,000 kilometers) from earth / it barely spins so the same side is always facing earth / the gravitational pull of the moon is the primary cause of the tides / the friction of tides has slowed the rotation of the earth and the moon over time / the diameter of the moon at its equator is about 2159 miles (3476 kilometers) / there are four phases of the moon as it orbits the earth – new moon, first quarter, full moon and last quarter / the moon's surface is under constant bombardment from cosmic rays and meteors of all sizes - there is virtually no atmosphere to provide protection which is why its surface is covered with craters / the first man (Neil Armstrong) landed on the moon on July 20th, 1969 in an area called the Sea of Tranquility / the moon is about 1/4 (26%) of the size of earth

Mothering

“Mothering” is a critically important behavior that first appeared in mammals / in mammals, less of behavior is based purely on instincts and more on learning / young mammals must learn the art of survival from their mothers / the development time of young mammals is stretched out to give time for this training to happen (this is called “neotony”) / a mother's love for her child keeps her on task and represents the strongest emotional bond in nature

Mutually Assured Destruction

Mutually assured destruction (MAD) is a concept where two nuclear military powers will not attack one another because both countries will get destroyed in the process / this philosophy, developed during the “Cold War” with Russia, has led the U.S. to have over 7,500 nuclear warheads which could completely destroy the earth hundreds of times over / when a “MAD” situation exists, neither country has a “first strike” capability / if one country strikes - the other country retaliates – both sides lose / the U.S. is attempting to build a “star wars” missile defense system that will supposedly protect us from ballistic missile attack / the only “advantage” of this system over the current situation is to give the U.S. a “first strike” capability / it will allow the U.S. to shoot first without fear of retaliation / there are problems with this / striking first is wrong, it won't be 100% effective, it will inspire another arms race and it does not stop “low tech” threats to the U.S. like the 9-11 attack (box cutters) / it would be cheaper, safer and more rational to get along with other countries and use the brilliance of our scientists and technicians to move toward world peace not world domination

National Interests	<p>“National interests” are often quoted as the reasons behind American actions in the world - but what exactly are national interests? / this depends on who you are / if you are the general population of a country, your interests are in security, privacy, jobs, education, healthcare, business opportunities, a clean environment, a quality infrastructure, great mass transportation, clean energy, and lots of public spaces in which to enjoy life / these types of public good oriented “national interests” are the interests of the vast majority of people in our country / on the other hand, a tiny fraction of Americans require a continuous supply of new “investment opportunities” to continue adding to their massive wealth / if the financial interests of these people become our “national interests”, then America does things that promote those investment opportunities above all other considerations / the specific “national interests” that prevail reflect those who control the political process / today, that process is ruled by moneyed corporations who constantly pitch their interests as our “national interests”</p>
Natural Resources	<p>Natural resources are naturally occurring materials of value to people that generate money when exploited / natural resources are water, coal, oil, copper, timber, and others that are harvested and/or processed before selling / there are limited resources on planet earth so who gets them and how they are used is a matter of politics / the United States is 5% of the world’s population and consumes 25% of its natural resources / America was originally a British colony that harvested its natural resources and sent them back to England for consumption / our forefathers revolted against British rule so America’s resources could benefit and profit the people who lived here / imperialism is about using force to extract resources from other countries without the inhabitants of that country getting the benefit from these resources / aggressively exploiting resources generates vast riches for owners and investors at a great cost to the public through pollution, government subsidies and the U.S. military / our continued survival on planet earth depends on using the remaining resources far more wisely, using renewable resources and sharing the wealth of the world far more equitably than has been done so far / the world’s natural resources took billions of years to create and we humans are gobbling them up in a relative instant – and once they are gone...they’re gone.</p>
Nature	<p>If you think you have it tough, take a look at nature / it is daily “life or death” living in the food chain / everything is cut-throat and survival of the fittest / some say capitalism is “survival of the fittest” too / but it is the character of the word “fittest” that makes all of the difference / is “the fittest” the “most ruthless” or the “best deceiver” like it often is in the wild? / or is “the fittest” the “highest character” and the “most consideration for others” as it is supposed to be in “civilized” society? / the standard of business conduct that really exists in society determines the “nature” of that society and how it acts toward itself and the rest of the world / the essence of human nature is caring about others; the essence of animal nature is survival of the fittest / it’s up to us to determine which “nature” we choose to follow</p>
Noble Lie	<p>Plato advised his nobles, the better men, the men with golden souls, to tell noble lies and use political fables to keep the rest of human society in their places / his concept was that lies are not a regrettable aspect of political life, they are “good” and “necessary” / the common people are like children, and they would not understand the truth so they must be told noble lies / after all, it is for their own good</p>
Nuclear Power	<p>Nuclear power was pushed by the Government in the 1950’s as a way to make</p>

electricity “too cheap to meter” / nuclear power plants use radioactive fuel to superheat steam, drive turbines and generate electricity / unfortunately, these power plants are dangerous to operate, they generate lethal and long lasting wastes and they are incredibly expensive to build and maintain / without huge tax payer subsidies, the industry would have never survived / there were efforts to have 1000 nuclear plants built by the year 2000 but popular protest reduced that to the 103 currently operating plants on 65 sites (per www.cbs.com) / the accidents at 3-mile Island and Chernobyl have forever etched the reality of nuclear power / it is too dangerous to be useful for power production / there is no safe place to store the waste products which are highly toxic and stay lethal for hundreds of thousands of years / transporting the material is inherently dangerous to people / a nuclear power plant represents a tempting target for terrorists because of the potential for melt down and extreme damage / Americans have suffered greatly under the testing of atomic weapons and the generation of atomic based power / both activities have caused elevated cancer rates across the country / the U.S. military uses depleted uranium, one of the waste products of nuclear power plants, as a material for ammunition / the depleted uranium becomes aerosolized when it hits a hard surface and the toxic radioactive particles are breathed in where they affect lungs and elsewhere / the lesson is radioactivity is extremely bad for life and humans and the use of it simply needs to be stopped / there are far better alternatives that deserve public funding / recent rumblings in the Government have indicated a renewed effort to grow nuclear power in the U.S. / tell me I’m having a bad dream!

Nuclear Weapons

The biggest conventional bombs in WWII contained 20 tons (40,000 pounds) of TNT and could destroy a city block - they were called “blockbusters” / a new unit of destructive measure, the megaton, came into use in the 1950’s / a megaton is 1 million tons of TNT or 2 billion pounds / the total amount of bombs dropped in all of WWII is 3 megatons worth of TNT / “Little Boy” the atomic bomb the U.S. dropped on Hiroshima, Japan on August 6, 1945 had the explosive yield of about 20 thousand tons of TNT or 1/50th of a megaton / it killed 70,000 people instantly and up to 130,000 more from the after effects / today’s atomic weapons can deliver multiple megatons of destructive power / a single U.S. Trident class submarine has 24 megatons worth of firepower or eight times all of the bombs dropped in WWII / in today’s worldwide nuclear arsenal, there are over 18,000 megatons worth of destructive power or 6,000 WWIIs / just 300 megatons is enough to destroy every large and medium-sized city on planet earth / unfortunately, nuclear weapons not only destroy with an incredible blast and extreme heat, but also with deadly radiation that lingers and continues to kill / there are currently over 7500 nuclear warheads in the U.S. arsenal with 2500 on 15-minute alert at all times / this creates a highly unstable situation as even the most “fail-safe” system is still subject to human error / the future of the earth depends on learning to dedicate our time, energy and money to waging all out peace, instead of war / the terminal act of all conquering and warring people is self-destruction - with nuclear weapons in the formula, this potential destiny is all too real.

Obfuscate

Obfuscate, a verb, means to make things obscure / obfuscation, the noun, is the act making things obscure / imagine two people fighting at the beach - one person grabs sand and tosses it into the eyes of the other / that other person can no longer “see” what is going on and can’t defend themselves or take effective offensive action / obfuscation is throwing “verbal sand” at others to obscure meaning and preclude genuine understanding / some politicians are gifted at using pretty words to say

	<p>nothing / Leo Strauss was a master in this field / in his book <i>Persecution and the Art of Writing</i>, he advises readers to not write in plain English because if you are clear about what you say you can be attacked for what you say / the key is “contradiction” / contradictions are not lies, they are nonsense or anti-logic / they keep listeners from coming to any realistic conclusions / it helps you speak at two levels at the same time / what doesn’t make sense to some people makes perfect sense to the initiated, who know to listen for certain “code” words / Leo Strauss taught for forty years at the University of Chicago and he had a lot of disciples / Strauss, like Plato advised the telling of “noble lies” in the serving of national interests</p>
Oil Industry	<p>Petroleum, which includes crude oil and natural gas, became a U.S. industry in California in the late 1800s / it became the major energy source to generate power, heat homes, operate vehicles and energize industry / petroleum also makes plastics, petrochemicals and fertilizers among other products / U.S. business interests developed oil and natural gas extraction technologies both on land and off shore / U.S. oil production peaked in the 1970’s / U.S. oil business interests began helping countries like Saudi Arabia develop their oil resources from the 1940’s on / Saudi Arabia has the world’s largest remaining oil supply – Iraq has the world’s second largest / Russia is currently producing the most oil / the U.S. is 5% of the world’s population and uses 25% of the world’s oil (averages 3 gallons per person per day) / control over Iraqi oil fields and reconstructing cities and infrastructures would be a giant boon for relevant U.S. business interests / much of the current Bush administration is of the petroleum industry / unfortunately “global warming” is real / the North and South poles are already getting warmer / the climate, weather patterns and sea levels of the earth are changing / if all the remaining oil on planet earth is consumed and combusted, the level of destruction could be complete / a transformation from antiquated petroleum-based technologies must take place now / switching to clean, safe alternative energy supplies for our homes, cars and industries should be our #1 national priority / it would spur intense growth, create millions of jobs, earn billions for investors and benefit every living thing on planet earth / so what are we waiting for?</p>
Pale Criminal	<p>Nietzche’s <i>Pale Criminal</i> says, “An idea made this pale man pale. Adequate was he for his deed when he did it, but the idea of it, he could not endure when it was done.” / it’s like a youth shooting a bird with a BB gun – it seems like fun until he sees the half-dead bird crying out with blood oozing from its chest / imagine people involved / for example, the leaders who most easily take their country to war are usually those who have not seen war first hand / take responsibility for your actions by thinking ahead to their effect / be prepared to follow through with the consequences – or don’t do it</p>
Plausible Deniability	<p>One of Niccolo Machiavelli’s maxims from his book <i>The Prince</i> was plausible deniability / as he put it, “The prince may openly and conspicuously bestow awards and honors and public offices but he should have his agents carry out actions that make a man unpopular, such as punishments, denunciations, dismissals and assassinations” / in other words, when you are in power you have others do the dirty work so that you can stay “clean” / a perfect example is the torture issue that came up in the “War on Terror” / there was an administration memo indicating knowledge and preference about using extreme measures to interrogate prisoners / torture was shown to be used at Abu Garib prison in Iraq and in Guantanamo Bay in Cuba / when the practice became public knowledge, there was a world outcry against it / a tiny faction of the few who were doing the torturing were punished as if they were acting</p>

on their own / it seemed obviously systematic and ordered from above but no such clear paper trail has come out / plausible deniability has been employed to protect higher ups / in the old *Mission Impossible* TV show, the main secret agent was given the mission and then told if he was caught the government would “disavow any knowledge of his actions” / when Enron collapsed in one of the biggest bankruptcies ever, the CEO, Ken Lay, naturally claimed that he did not know what was going on in his own company / he claimed the people who worked for him started those financial and accounting scams all on their own and they kept him in the dark about it / sounds impossible but it may be plausible to the jury / Bernard Ebbers, the former WorldCom chief executive, was once exalted as one of the most brilliant telecommunications entrepreneurs ever / in 2002, he discovered \$11 billion fraud brought this mammoth company down and Ebbers went to trial / his defense was classic plausible deniability / on February 28, 2005, Ebbers told a packed courtroom, “I don’t know about technology and I don’t know about finance and accounting” / then to lay blame elsewhere, he said, “I put those people in place and I trusted those people. I had no earthly idea that that would occur.” / like Richard Nixon said, “I am not a crook” – unfortunately, his own tapes proved the truth / plausible deniability has no place in genuine leadership - real leaders always take responsibility for their actions and the actions of those who work for them.

PNAC

“PNAC” stands for Project for the New American Century which is an educational organization (think tank) formed in 1997 (www.newamericancentury.org/) / when Dick Cheney was Secretary of Defense for George H.W. Bush, he outlined a defense strategy in a document called *The Defense Policy Guidance* / this 1992 document gave a plan for keeping defense spending high even though our “cold war” arch rival, the Soviet Union, had collapsed / this recommended spending was to maintain U.S. military preeminence and maintain the ability to shape the “international security order” in ways that favor American principles and interests / Cheney said at that time, “We can either sustain the [armed] forces we require and remain in a position to help shape things for the better, or we can throw advantage away. [But] that would only hasten the day when we face great threats at higher costs and further risk to American lives.” / the people at PNAC picked up on this theme and expanded it into a series of seminars where a wide variety of military and defense issues were addressed by their selected defense specialists / these deliberations generated the bulk of the contents of PNAC’s subsequent September 2000 report, *Rebuilding America’s Defenses – Strategy, Forces and Resources for a New Century* / the report was intended as a roadmap for America’s future defense plans / some of the recommendations of the report were to gear up to simultaneously fight two full-scale wars in two theaters of operation, go headlong into building a missile defense system, develop weapons for use in controlling outer space and upgrade the U.S. nuclear strategic missile capability / in the view of PNAC, “The true cost of not meeting our defense requirements will be a lessened capacity for American global leadership and, ultimately, the loss of a global security order that is uniquely friendly to American principles and prosperity.” / it’s obvious that the driving principle behind all of this is to seize the current opportunity to become the biggest, best equipped and most controlling bully on the planet / this is about mob-like leadership through intimidation and/or coercion not professional leadership by example or shared interests / the people behind PNAC believe the best way to achieve peace is through waging or threatening to wage war / this is like saying the only way to keep people calm and safe on the highway is to have armored vehicles filled with troops aiming guns at all the drivers / there’s one thing that can be said for sure about the PNAC recommended

strategies that have been implemented by President George W. Bush and Vice President Dick Cheney / billions upon billions of U.S. taxpayer dollars are being spent to attack, destroy, occupy, rebuild and control the oil-rich country of Iraq - billions of dollars are being spent on controlling the ultimate “high ground” in outer space - and billions of dollars are being spent on developing a national missile defense system that threatens to launch a brand new arms race / the apparent intent of PNAC planners is to spend as much public money as possible to build a military system designed to dominate the rest of the world / the people of the U.S. must decide how much safer all this aggression and so called “defense” spending makes them feel / wouldn't it be far more sensible to spend money to actually reduce military tensions around the world?

Political Power

Political power is the ability to make people do things through rewards and/or punishments / political power increases as a person's wealth, position and contacts, increase / people who control how government money is spent, wield enormous political power / managers have power because they can dictate the livelihood of employees / large corporations have enormous political power because they employ lobbyists and make large political donations / the President has phenomenal power with control over the military and the agenda of the country / political power can be used in different ways and through different styles / the nature and morality of any political or hierarchical system can easily be identified / just notice who gets the rewards (“golden parachutes”, raises, promotions, consulting gigs, appointments, access to higher ups) and who gets punished (fired, disbarred, ruined, fined, transferred, retired early, discredited) / Niccolo Machiavelli's classic book *The Prince* is a guidebook for leadership where political power is divorced from morality / Harold D. Lasswell (1902-1978) described “power” as the ability to participate in decisions and “political power” as the ability to produce desired effects on other people / Lasswell believed that the elite in society were the primary holders of political power / Lasswell wrote a 1948 book called, *Power and Personality* which deals with the challenges of power seekers who sublimate their personal frustrations in power / for example, imagine a leader's son harboring deep insecurity and seeking power so he can outdo his father's accomplishments as a leader in some way / or imagine a leader growing up hating his father and persecuting those who reminded him of dad

Politics

The great American progressive educator and philosopher John Dewey (1859-1952) said, “Politics is the shadow cast on society by big business” / Harold D. Lasswell wrote his 1936 book, *Politics: Who Gets What, When and How*, which is an accurate working definition of the term / politics is about some people getting their way over other people based on how power is structured in an organization or country / “playing politics” is engaging in the give and take of negotiations and making certain maneuvers or compromises to achieve certain goals / because huge industry groups and multinational corporations have rights as “legal people” plus great wealth, they are able to greatly influence public policy decisions / for example, they have the right to hire lobbyists and they have a right to donate money to political parties, candidates and events (money is equal to free speech according to the Supreme Court) / lobbyists use their communication skills, resources and connections to express their boss's point of view on public policy matters / lobbyists stay employed if they make things go their boss's way / since political candidates depend on big money donations to wage political campaigns, they can't afford to not listen to what lobbyists and donors have to say / to top it off, in the current system, corporations can “write off” all of these expenses / this is current politics in America / it does not have to be this

Poverty vs.
Wealth

way / imagine a political system where candidates were given public money and media exposure (after all, the air waves are public property) to run their campaigns / when they won political positions, they would owe the public for their jobs – not private interests / they would have to focus their efforts on serving the public good – not on raising private donations / when policy is driven by the public good, public money gets spent on programs that benefit the public / when policy is driven by private interests, public money is spent in ways that primarily benefit the elite in society / when every citizen votes and blatant propaganda is no longer permitted on public airwaves, politics will naturally drift closer and closer to serving the good of the American public / that will be good for people, good for the world and, ironically enough, good for business over the long run / after all, without people, there is no business

Over 3 billion people in the world (about 1/2 the population) live on less than \$2 per day / over 35 million people in the U.S. live in poverty / most of the people living in poverty are children / the government says earning under \$12,000 a year for a family of 4 is poverty / the majority of poor people are white / if you believe the media, poor black women on welfare just want to get free money to buy big cars and have more babies to collect more money / the fact is most people on welfare are abandoned single white moms taking care of kids on their own / the media works hard to relieve the wealthy from feelings of responsibility for the plight of poor people / negative images of poor people are repeated over and over to “drum in” this perception / it turns the public away from helping and frees the wealthy from feeling any guilt / poverty means you struggle daily just to survive / it is an exceedingly difficult life / it costs a lot to be poor / lousy house, lousy food, lousy car, lousy school, lousy peer pressures, cheap and highly addictive drugs everywhere / the only person you know with any money is selling the drugs to you, driving a BMW and wearing huge gold chains / it’s almost impossible to escape / traditional Christian values are to have compassion for the poor and contempt for the greedy / Jesus said that a rich man has less chance of getting into heaven than an camel does getting through the eye of a needle / this has all been changed through intense media bombardment / the poor are demonized as lazy, criminal, beyond help and just as greedy as the rich / “they obviously want to be homeless” / greed is good / you are what you own / if you are rich you are good / if you are rich, you are a worthy person / if you are rich, God is on your side / there is nothing wrong with having wealth, but there is something wrong with using it to hurt others so you can accumulate more than any human could ever spend / being rich gives you innate power over other people / when you earn your wealth through your own hard work, innovation and diligence, you bring others along with you / when wealth is handed to you, you just have to do certain things to keep accumulating more wealth / you don’t operate out of the same sense of appreciation for life / you may live in fear that others just want you for your money / it’s a rich person’s burden – almost too much to bear! / those born to wealth have resources, time, educational and interning opportunities, political influence, excellent healthcare, superb transportation, a vast network of contacts, space to work, money to invest, equipment, property, the ability to hire people and on and on / it is very easy to stay wealthy once you have money / unfortunately, you cannot have a tiny minority of super rich without millions of struggling poor - it’s a dynamic relationship / the superrich work hard to not be in the public eye and not share how they live / they stick to dealing mostly amongst themselves / the media will show the wealthy as always working hard, struggling away to help others in society / that’s because the wealthy own the media and it is their job to portray themselves in the most favorable light possible / media teaches us to love huge corporations and all

the fancy stuff money can buy / we're taught that if we consume like the rich – we will be better people / unchallenged in society, the wealthy wage “class warfare” in every way possible to maintain their “position” and “goodness” / some wealthy actually do spend their time helping others and improving society, but not all / this is an “all for me and none for anyone else” America now / this is the ruling moral that is poured out on TV and everywhere else / “obtain wealth, forgetting all but self” / it implores everyone to look out for themselves and seek wealth at any cost / this moral is highly offensive to anyone still in touch with their humanity / America is constantly pitched to be a “classless” society where everyone has an equal chance to “make it” / but here's how it shakes out / the median family income in America is \$40,000 per year (that is a stack of \$100 bills that is 1.6 inches tall) / if you are here, you make more than 50% of Americans / if you make over \$100,000 per year (4” of \$100 bills), you are in the top 5% of earners / if you make more than \$300,000 per year (12” of \$100 bills) – you are better off than 98% of Americans / if you make a million per year, you're in that top ½ of 1% of Americans and your stack of \$100 bills is 40” tall / if you make a billion per year, your stack of \$100 bills is 40,000 inches tall or well over a half a mile / that's just earnings – when you talk about accumulated wealth, it gets far more uneven / the top one percent of Americans control more wealth than the bottom 95% / this is where the power in society lies / massive wealth wields tremendous political power because it gives access to decision making processes / the superrich own and control the largest corporations so their power of influence is nearly complete / without legions of rich constituents, you can forget about running for office in modern American / the media would not allow a true “man of the people” to come forth / in the current institutionalized mindset, a candidate's viability is based on the number of wealthy donations they can generate / America is pitched as a “level playing field” where everyone has the same opportunity to “make it” / this is a fairytale perpetrated by the rich to keep them from feeling bad about their extreme opulence and near complete advantage / the fact is that extreme consumerism is destroying the planet and rapidly draining it of its remaining natural resources / global warming is quite real and it has only just begun to show its effects / life on earth literally is hanging in the balance of this “unmentionable class war” that is going on here / America simply cannot go on being 5% of the world's population using 25% of its resources / this consumption and throw away society is a product of the values at the top being forced down to the bottom / if a genuine level playing field were truly desired in America, then we would get serious about providing benefits to those in need / not hand outs, but opportunities for them to improve their lot in life in some other way than selling crack / how about universal health care, affordable housing, decent paying jobs, outstanding schools, libraries, public computers, grants for small businesses to start up, co-ops for healthy cheaper food / there are so many ways that people can be helped to help themselves / but the road we take is to demonize poverty, aggrandize wealth and celebrate the “winner take all” mentality / it is a fact of life that the poor far out number the rich in American society / since we are a democracy, all people can vote / theoretically, if the poor were to be educated on the issues and voted together as a block, they could help their dire situation / the wealthy spend billions each year preventing this scenario by controlling and shaping public perception / they must ensure that wealth and greed are admired and impoverished people are deplored / it is a real war to the wealthy and they have all the tools at their fingertips - media control, advertising, public relations, lawyers / the U.S. Government continuously spends public money on things that benefit the wealthy while at the same time it “cracks down” on spending that benefits the poor / take a look at who really gets the huge bulk of public subsidy / the world's greatest

Precautionary Principle

democracy has its priorities all mixed up / the middle class is shrinking and the gap between rich and poor is growing / as the saying goes, the truth is that “everybody is better off when everybody is better off”

The “precautionary principle” is the idea that one should take heed of apparent trouble at first sight / in other words, if it looks like something is going wrong, stop what you are doing and figure it out / the opposite of the precautionary principle is to continue doing what you are doing at an increasing rate until finally there is absolute proof that what looked like was happening, was indeed happening / in other words, wait until it is too late and the damage is done / a glaring example is the development of atomic weapons / the U.S. Government had indications that there was some “unknown” destructive aspect to this new incredibly powerful weapon / it was possible that the effects from radiation exposure could get far worse over time / instead of stopping to take a hard look at the effects of radiation on people, research and testing moved forward and secrecy was maintained / the atomic bomb was used and testing continued in the U.S. throughout the 1950’s / lots of innocent people contracted all types of cancers from their exposure to radiation during these fledgling years / the precautionary principle would have stopped this process in its tracks / it’s real easy to play games like this with other people’s lives / not using the precautionary principle is effectively running experiments on human populations / the chemical industry has done this with all sorts of new synthetic chemicals introduced since the 1950s, without extensive prior testing / chemicals, like DDT and others, were only banned after extensive evidence of their toxicity was collected and documented / the same type of situation now exists with genetically modified organisms (GMOs) / these scientific adulterations of genes in living organisms may have benefits, but at what cost? / the huge challenge is that GMOs reproduce and it’s entirely possible for a new organism to overtake and destroy nature’s original / it’s impossible to put the genetic engineering toothpaste back in the tube if something happens / the precautionary principle is about using your common sense over dollars and cents and heeding the early warning signs / the precautionary principle is the tool of rational progress and it puts the well-being of people before short term profits of corporations

Prejudice

Prejudice is “pre judging” a person as “worth less” based on some outer characteristic or group affiliation / prejudice has existed throughout human “civilized” history / it has historically been extended from the ruling class towards their underclass or slaves / the slaves of ancient Greek, Egyptian and Roman empires were looked upon with great prejudice and disdain by their ruling classes / the great genocides of history have occurred aided by institutionalized prejudice and dehumanization / the Native Americans were made less than human so they could be exterminated with impunity / Africans were made less than human so they could be shipped across the ocean and sold like animals / Jewish people were dehumanized and demonized so their fellow citizens would turn on them and not prevent genocide / prejudice has been the underlying mechanism of war, dominance, death and destruction throughout history / fortunately, there is absolutely no physical or genetic foundation for prejudice as all human beings on planet earth share 99.9% identical genes / also, all prejudice must be taught / people do not express prejudice toward other people without being taught and conditioned to do so / children naturally see just one race, the human race / prejudice is ugly and it hurts both the sender and the receiver / the most intense prejudice seen in America has been from white people toward people of color / this prejudice was the driving force behind some very ugly things in our past like slavery, genocide, lynching and many other more subtle forms

Prison Industrial Complex

of prejudice that continue today

Since 1980, prisons have emerged as a rapid growth sector of the U.S. economy / the trend started in Texas with the “oil bust” of the 1980’s and the decline of military bases / in 1939 there were 137 people in prison per 100,000 American’s / that record remained unbroken until 1980 / in 1999, it had risen to 476 per 100,000 / nearly 2,000,000 people are in prison in America today / that’s more than China which has over four times the U.S. population / the vast majority of prisoners are non-whites, incarcerated on drug related offenses / mandatory sentences for drug offenses were set in the mid 80’s / “crack” cocaine was set to require 1/100th the quantity of “powdered” cocaine for the same mandatory sentence / industry is over \$30 billion in size / there were no private prison companies in 1980 – today there are 150 / the biggest is Corrections Corp of America (CCA) / they manage prisons for a fee and build private prisons to house inmates for a fee / in 1980 there were zero privately built prisons – in 1995 there were 104 / prisons focus on punishment, not rehabilitation / private companies get paid to design, construct, operate & maintain prisons / prisoners need personal care products, medical care, dental care, transportation and telephone services, which private companies provide / some prisoners serve as cheap labor for big business to make clothing, furniture, electronics and provide other services / employment in prison industry doubled between 1980 and 2000 / “fear of crime” drives prison growth as “fear of communism” drove Cold War military growth / violent crime rates have been dropping over the last thirty years / but the prison industrial complex spends public money on private profit - enhancing social control in the process / take a close look at who benefits from this trend and who suffers to see the real purpose behind the prison industrial complex

Privatization

In order for governments to serve citizens, they provide functions for the public good / the government may run mail delivery, voting systems, energy production and distribution, education, water supply, sewage treatment, garbage collection, tax collection, defense and many other functions / privatization is when these type of operations are turned over to private companies to run at a profit / corporations say they can run public functions more efficiently and at reduced costs / but this rarely happens because corporations have overhead, CEO salaries, shareholder earnings and the goal of ever-increasing profits / profit motive and public good are often in conflict / it’s like having a fast food outlet at a public school – it may make money, but it is really bad for kids / or having schools run by private corporations – the corporations are in it for the money – not for the well-being of the kids / what about power supplies, roads, water treatment, mass transit - there are so many things that government can do well without a profit motive / when the government manages a program for the American people, the primary objective is to be of service to people – after all, the noblest motive there is is serving the public good / when a corporation manages a program their profits have to be their primary concern - everyone at the top has to get paid and shareholders want their returns on investment / privatization seeks to place profit-based corporations between humans and their government / I don’t think the caring people at Social Security have ever missed a check - it works perfectly / privatizing Social Security means only one thing - a huge chunk of public money will be paid to private corporate banking interests to manage private accounts – public money being spent for private gain / Social Security is a place where private interests do not belong - it should be none of their business (pun intended) / Social Security, like other basic human needs, should be between the government and its citizens / excellent government services are simply a matter of leadership / it is what

government is supposed to do / but privatization of essential services is the continuing trend in the U.S. and around the world / medical services, energy production, waste removal, prisons, water supply, communications, road construction and on and on / privatization is about injecting profit motive into public services in the name of reducing costs / it seldom costs less and it puts control of public functions into private hands / it directs actions towards maximizing profits for the few instead of doing what is best for the many / public money (taxes) should be collected in the service of the public good, not for advancing private interests / the politicians will tell you that the government can't do anything right and needs to be shrunk in size / they will say basic human needs must be privatized for the good of America / wealthy business interests, see no conflict of interest in serving only their interests in any way they can / the government and its caring workers can do wonders for Americans through their dedication and expertise / all they ever need is the proper equipment, resources and genuine leadership / American government workers love to take care of citizen's needs, that's one reason they wanted to work for the government in the first place / just call a government agency to see for your self - most of them are professionals and they are happy to help / but we are told over and over again that privatization is good and will increase efficiencies and reduce costs / all privatization does is put more public money into fewer private hands / it sucks up public resources and lets private interests interfere with government business / the typical outcome of fully privatized public services is the service goes down, the costs go up and a few people make a lot of money

Pro Choice

Being "pro choice" means that you believe every woman has a right to decide if they want to be a mother or not – that they have dominion over their own body / no woman ever "wants" to get an abortion, just like no man ever "wants" to undergo an invasive medical procedure / many medical procedures are very unpleasant and none rival the emotional stress of an abortion / however, people go through unpleasant medical procedures because they are the best option open to them in their life circumstances / unlike a man, a woman is confronted with the decision of whether or not she wants to spend nine months pregnant and spend the next twenty years of her life caring for a child – it's a huge responsibility / if men, the physically, politically and financially dominant of the sexes, were the ones to get pregnant, this would be a non-issue in America / "pro life" people contend that human beings begin at conception and therefore a woman does not have the right to terminate a pregnancy / they (pro lifers) consider this murder and are extremely passionate about their views / but the fact is that a human being is not a human being until a fertilized egg grows, multiplies and builds itself into the tens of trillions of specialized cells that go together to form a functioning, feeling and fully-formed, human being / before this time, these cells are an extension of the mother and a part of her body and under her dominion – it's simply no one else's business / if pro life people were really about preserving human life, they would be dedicated to stopping war and eliminating poverty and starvation right here in America / without these two obvious goals at the heart of its existence, the pro life movement cannot possibly be about preserving human life / in my view, the movement must be about controlling female sexuality / the clincher for this view is the fact that the pro life movement is against contraception, like the "morning after pill", condoms, birth control pills and others / if they were really interested in reducing the need for abortions, they would be 100% behind sex education and pregnancy prevention techniques – but they are not / again, the only logical conclusion is that this male dominated "pro life" movement is really about controlling female sexuality using religion and abortion as fulcrums of focus / it's a male-

dominated system which is why Viagra is covered by most health insurance plans and birth control pills are not / but interestingly enough, in every unwanted pregnancy, there's always a man involved who already voted his mind on the matter - the rest is up to the woman to decide

Problems

Problems offer the chance to find solutions - finding solutions and making things better, brings meaning to life / without problems, life would be predictable and boring / problems are the opportunities for your life's successes / problems inspired the invention of the wheel, language, agriculture, domestication of livestock, and thousands of other solutions / Einstein pointed out that problems cannot be solved at the same level of thinking that created them / there are huge problems facing us including global warming, population growth, food supply, water supply, medical care, wealth distribution, war, nuclear weapons, and on and on / you can't start solving a problem until the situation is recognized as a problem / once the situation is recognized, reframe "problems" as "challenges" / reframing problems as challenges brings solutions faster because there are no problems, only challenges and opportunities for success / when you see things this way, you will continue to grow and move forward and see so called problems for what they really are - necessary challenges of life and the primary inspiration for personal growth

Propaganda

Most people in America will tell you that propaganda does not really exist here - nothing could be less true / as Edward L. Bernays said in the opening two lines of his 1928 book, *Propaganda*, "The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country." / propaganda is a systematic effort to use symbols to manage perceptions and precipitate desired beliefs, attitudes and actions in others / it harkens back to ancient civilizations where dazzling clothing, palaces and artwork served to convince common people of a ruler's greatness / legends, songs, proverbs, lists of rules and other devices helped "educate" the masses / the ancient Greeks studied rhetoric which means "the technique of orators" / using words, enunciation, body language, logical and illogical argument, skillful congeniality, applied flattery and other techniques were refined by lawyers and demagogues of ancient Greece / a "demagogue" is a leader who uses popular prejudices and makes false promises and claims in order to gain power / this is standard fare for many a modern politician / it's all about what gets emphasized and what gets played down / war propaganda has existed ever since war has / it is necessary to have populations "make enemies" with perspective adversaries / enemies and their leaders must be made reprehensible to "good" people so it is OK to attack and kill - it's a very old technique / for example, George Creel was a journalist assigned by Woodrow Wilson to head the U.S. Committee on Public Information (the Creel Commission) / the purpose of the Creel Commission was to convince the pacifist American public of the necessity for America to go fight in WWI - many people recall the slogan "The war to end all wars" and the posters of German soldiers using bayonets to stab babies / the Industrial Revolution brought mass production, mass profits, mass communications and mass propaganda / as corporations and industrialists grew in wealth, so did their need to manage public perceptions / propaganda pioneer, Ivy Ledbetter Lee (who worked with the Creel Commission) started out as a reporter but followed the money to becoming a public relations counselor / early clients included John D. Rockefeller and companies like Pennsylvania Railroad and Bethlehem Steel / Lee's primary rival, Eddie Bernays

(rhymes with “lies”) also worked with the Creel Commission and is considered by many to be the “Father of Public Relations” / Eddie had the advantage of having Sigmund Freud as his uncle from whom he learned much about what motivates people and how symbols are interpreted / Bernays realized that the same instincts and symbols that motivated individuals could also motivate the masses / symbols include words, body language, banners, clothing, music, monuments, insignias, hairstyles, designs on coins, etc. / Bernays helped bring American stardom to Enrico Caruso in 1917 and became adept at fashioning or reshaping public images / Bernays wrote, “The public’s ability to create its own heroes from wisps of impressions and its own imagination and to build them almost into flesh and blood gods, fascinated me. Of course, I knew the ancient Greeks and earlier civilized people had done this, but now it was happening before my eyes in contemporary America” / symbols are delivered by means of media / media include letters, posters, billboards, radio, newspapers, magazines, books, movies and most importantly, television / TV is so effective because multiple symbols can be conveyed simultaneously to the target audience, or “reactors” as they are called / according to Harold D. Lasswell, symbols are most effective if they appeal to people’s personalities at three different levels / Freud call these levels the ego, id and superego / “ego” appeals are ideas portrayed as the rational action of smart people / an “id” appeal promises pleasure and a sense of security and strength / “superego” appeals focus on the moral “rightness” and “goodness” behind certain actions / Edward Bernays made a huge name in the emerging propaganda industry by helping to breakdown the stigma of women smoking cigarettes in public / he orchestrated the 1929 Easter Sunday march where debutants in New York walked in public, smoking cigarettes and holding signs calling cigarettes their “torches of freedom” / Bernays was working for George Washington Hill, head of American Tobacco Company, maker of Lucky Strikes / Hill and Bernays focused on the growing trend for women to have a thinner waistline and to become more independent / cigarettes were pitched as a fat-free alternative to sweets for satisfying a woman’s hunger / Bernays did not invent the trend but he emphasized it and took advantage of it by “crystallizing public opinion” in favor of his client’s products / the effective propagandist does the research to know what the intended “reactors” already believe, how strongly they believe it and how they interpret specific symbols / this starting point allows the propagandist to devise strategies to effectively reach various reactor sub-groups - pitches are tailored to fit each group / for propaganda to have the greatest effect, it must not be perceived as propaganda / that’s why trusted opinion leaders, 3rd party experts, nice sounding front groups and media personalities are used to deliver messages / propaganda uses clever catch phrases or slogans that are repeated for effect / Bernays developed a famous 8-part plan for effective propaganda / 1) define your objective 2) conduct research 3) modify your objectives based on the research 4) set a strategy 5) establish themes, symbols and appeals 6) create an organization to execute your strategy 7) decide on timing 8) carry out your plans / Hitler’s Minister of Propaganda and Public Enlightenment, Paul Joseph Goebbels (pronounce “gore bulls) had a propaganda library and read books by Eddie Bernays, Ivy Lee and other propaganda pioneers / propaganda was the primary device of Hitler’s rise to power - it offered hope to Germany’s beleaguered people and gave a focus for their fears / it all sounded so good until the horrific truth about what Hitler was really doing became clear - after it was too late / Goebbels helped perfect “the big lie” where the bigger the lie, the more people will believe it / and as Hitler said, “The most brilliant propaganda technique must confine itself to a few points and repeat them over and over” / propaganda absolutely works and it can absolutely change the course of nations / in the early 1950s, Eddie Bernays worked for the

United Fruit Company / United Fruit had large land holdings in Latin American and in Guatemala where Jacobo Arbenz had been recently elected / Arbenz was redistributing his country's land to help his people / Bernays helped portray Arbenz as a dangerous communist influence in the region that had to be defeated / the U.S. sent the CIA to orchestrate the ousting of Arbenz from office and replace him with a dictator friendly to U.S. business interests / flash forward to October 10, 1990 when the Human Rights Caucus held a "hearing" on Capital Hill / a 15-year-old Kuwaiti girl gave tearful testimony about Iraqi soldiers throwing babies out of incubators to die on cold hospital floors / this fake hearing, front group and testimony was set up by Hill & Knowlton, the world's largest public relations firm at the time / the girl, Nayirah, was the daughter of Kuwait's Ambassador to the U.S. (Saud Nasir al-Sabah) and the Kuwaiti royal family paid for it all / the U.S. launched the first Gulf War based largely on this repeated horror story that successfully demonized the Iraqi soldiers in the minds of Americans / propaganda works and the perpetrators of these scams rarely face punishment / in March of 2003, the U.S. attacked Iraq again / this time, it was because the public was told that they had nuclear weapons and their leader was involved in the 9-11 attack / as usual, the front stories were proven to be lies – but after the damage had been done and troops were on the ground / such is the pattern of propaganda used so effectively that "smart" people "who watch the news all the time" are often the least informed citizens / these people are convinced that "nobody tells them what to think" as they mainline establishment propaganda every day / the word propaganda was used quite openly before WWII, where it got a bad connotation / call it publicity, public relations, image counseling, advertising, marketing or whatever you want - it's all propaganda / it is not about educating you to make better decisions for yourself – it's about manufacturing consent to sell products and keep the masses under control / billions are spent on public relations each year and careers in public relations pay far better than careers in journalism / Video News Releases (VNRs) are manufactured news-like programs that are played as "real" news by understaffed real news operations / in 2005, media personality Armstrong Williams was discovered to have been paid \$240,000 by the U.S. Dept of Education to promote administration policies / propaganda is alive and well in the land of the free / through the incessant influence of PR types, the land of integrity that should be America has been transformed into the "land of appearances" / top PR firms include Burson-Marsteller, Shandwick, Hill & Knowlton and Edelman PR Worldwide

Propaganda Techniques

Most governments have a "love-hate" relationship with their working people / they love their taxes, labor and buying power, but they hate them trying to meddle in government affairs / according to the traditional business elite mindset, working people are like children that must be controlled for their own good / there are two ways to keep people "in line" - "the big stick" or the "the big lie" / Hitler used both means to mold the population of Germany into complicity with his sinister plans / it's easy to stay in power when you control what people think and you can attack, jail and kill those who think differently / the huge U.S. labor strikes in the 1920's and 30's were ugly in a similar way within a shockingly undemocratic America / massive state violence was used to literally beat back workers who had grievances with their harsh conditions / if you see motion pictures or still images of these labor strike "battle zones" it's hard to believe you are looking at American police attacking American citizens / an organized and well-informed labor force was perceived as an intense threat by business elites, so they fought with everything they had / it was imperative to destroy the "house of labor" and silence the thousands of eloquent labor newspapers that had flourished in the late 1800's / increasing public outcry made it

harder and harder to openly beat workers into submission / the captains of industry and government turned in their sticks and picked up their lies as they learned to harness the power of propaganda / academic elites like Walter Lippman, taught that the “manufacture of consent” was essential in the practice of democracy / Reinhold Niebuhr said in his book, *Moral Man in an Immoral Society* (1932), that “because of the stupidity of the average man, he follows not reason but faith, and this naive faith requires necessary illusions and emotionally potent oversimplifications which are provided by the mythmaker to keep the ordinary person on course” / to these intellectual hot shots, high quality mind control is the “essence of democracy” / in their view, they needed to regiment people’s minds the way an army regiments a soldier’s body / after WWII, Americans were on fire with optimism, hope, a sense of community and a sense of collective power / immediately, the floodgates of corporate propaganda were opened and the TV shows demonstrating that “*Father Knows Best*” were everywhere / it was critically important to mobilize public support behind big business’s “view of the world” / this is done by pumping out content that celebrates their views while squelching, marginalizing or trivializing other views / the first step is to concentrate media ownership to ensure mass media is “tuned” to corporate control – check / the second step is to use the media giants to “set the agenda” for other national and local media outlets - check / geologists use a stack of metal screens of decreasing mesh sizes to separate soil into its various components / practitioners of propaganda use philosophical filter screens to reshape, restrict or remove the “impurities” of non-establishment thought from world events - check / this is done by selecting the operational sound bites, selecting the topics of focus, framing the issues in advantageous ways, setting the boundaries of debate and eliminating certain topics altogether / imagine how “history” is affected by this process / if a world event is not reported by major media, it does not make it into their files of “official history” / two clear examples of this come from the 1970’s / everybody remembers the killing fields of Pol Pot (his real name was Saloth Sar) and the Khmer Rouge in Cambodia / this was a highly publicized genocide where up to 100,000 were killed outright and up to a million died from the starvation conditions / what did not make U.S. national news was our five years of secret saturation bombing against Cambodia leading up to Pol Pot’s rise to power / the CIA estimates 600,000 Cambodians were killed outright and another million died from the resulting utter economic devastation / another huge international story that was ignored by the mainstream U.S. media was the US-backed, Indonesian invasion of East Timor launched on December 7th, 1975 / the Indonesian army began their invasion by brutally murdering journalists Greg Shackleton, Gary Cunningham, Malcom Rennie, Bryan Peters and Tony Stewart to squelch news reporting / the U.S. Ambassador to the UN, Daniel P. Moynihan successfully blocked all UN efforts to help East Timor defend itself / as he put it, “The Department of State desired that the UN prove utterly ineffective in whatever measures it undertook...this task was given to me and I carried it forward with no inconsiderable success” / over the next years, the primarily US-armed Indonesian attackers proceeded to kill, rape, dismember, and brutalize the tranquil East Timorese people, leaving over 200,000 of them dead representing 1/3rd of the population / just ask an average American how much they know about East Timor / then take a look at the 70 column inches of New York Times reporting on East Timor from 1975-1979 / compare that to the 1,175 column inches of reporting on Cambodia during the exact same period / there are two primary targets to U.S. propaganda efforts / the first target is the 20% of society made up of educated managers, teachers, professionals and other politically active people / they require a palatable story line and “rational” explanations of world events to ingest and regurgitate to others / it’s crucial for the

ruling class to gain and keep the consent of these “action intellectuals” who serve as opinion leaders in their communities / the other main target is the 80% of Americans whose job it is to follow orders and not think about or pay attention to the “wrong ideas” / the treatment here is distraction and imposed preoccupation with important sounding trivialities / this is why newscasts are flooded with weather, sports and soap opera-like “news” events that keep people from thinking about things that could actually affect their lives / all information is reported in highly condensed blurbs, squeezed neatly between commercials without any in-depth explanations / if anyone gets the crazy idea to talk about any of this, they are immediately showered with condescending charges of “wacko” and “conspiracy theorist” / if you told Ted Koppel that his show *Nightline* had extreme bias in its guest selection, Ted would scoff at this notion too / but the media watch group FAIR (Fairness & Accuracy In Reporting) studied 865 consecutive episodes of *Nightline* and found that out of 1530 U.S. guests, 93% were white, 89% were male and 80% were professionals, government officials or corporate representatives / this is not exactly representing a cross section of the American population - neither is the rest of mainstream media / one of the problems with the saturation of propaganda in America is that most citizens have a very distorted view of the world / the real picture of the world is beyond horrific for average Americans but it must be learned from and changed if our species is going to survive / as one of the greatest American intellectuals, Noam Chomsky, put it, “Either the general population will take control of its own destiny and will concern itself with community interests, guided by values of solidarity, sympathy and concern for others or alternatively, there will be no destiny for anyone to control” / think about it – our destiny is literally in our own hands and it is time to outlaw propaganda and start speaking truth to citizens

Public Campaign Financing

Getting elected to public office in America takes serious money / election offices, consultants, supplies, signage, commercials, air time, travel costs, ad development and hundreds of other costs face would-be public servants / most politicians currently get the majority of their money from corporations and/or wealthy donors / all money has strings attached and forces politicians to act in the best interests of their primary donors (special interests) once they are elected / like the saying goes, “He who pays the piper, calls the tune.” / most politicians will tell you that most of their time is spent on raising funds instead of doing the job they were elected to do / to say that special interest money is the guiding force behind the bulk of actions taken by our elected officials would be a strong understatement / the best solution for getting our government to work for the benefit of “the people” is to have “the people” pay for the election process / Public Campaign Finance Reform is a movement to help public officials serve the public / when a candidate proves their viability (usually through gathering a minimum number of small individual donations from voters) they get “clean money” with which to run their campaigns / once these politicians are elected, they owe the public their best work at doing their job – it’s that simple / Public Campaign Finance Reform will take politicians out of the pockets of wealthy donors and help build a government that is really by, of and for the people / this also means people from all walks of life can get elected – which is a good thing / this is the exact fulcrum needed to wrench our democracy from the hands of big money and big business (check out www.publiccampaign.org for more information)

Public Money

Public money is money collected from citizens and businesses in the form of taxes / it is a natural fact that people of wealth will pay more money in taxes than people who are not wealthy / but there are tens of millions of non-wealthy people in America

paying their taxes too / also, these people typically work for a living and put a lot more physical effort into each dollar paid in taxes / how public money is used is an ongoing political issue / this is because there is a big difference between spending public money and investing public money / investing public money is paying for things that bring a long-term benefit or return on investment (ROI) for the public / for example, when public money is invested in building quality schools, a clean environment, an excellent healthcare system, mass transit systems or great parks, these things continue to deliver benefits to the public year after year – there is a return on the investment / on the other hand, when public money is spent to buy things like bombs, prisons, corporate bailouts, tax breaks for the rich, etc., the money gets spent once and it's gone / again, spending public money on public needs like education, the environment and healthcare generate long-term benefits for every citizen - spending it on the military industrial complex, the prison industrial complex, the security industrial complex primarily benefits a few specific companies and their investors / the agenda for big business is naturally centered on increasing profits and one of the best ways to do this is make sure that public money is spent mostly for their own private gain / the U.S. is currently waging an illegal preemptive war, we have the largest prison system in the world and security technology is booming / take a close look at who really benefits from how public money is currently being spent and see if there is room for improvement

Quo Warranto

“Quo Warranto” is a Latin phrase meaning “by what authority” / it is an English writ requesting a person to demonstrate on whose authority they are acting? / What gives you the right? or Who died and left you in charge? / powerful groups can take matters into their own hands until people stand up and say – hey what gives you the right? / it's calling the bluff of power / the power in a democracy is supposed to rest in the hands of the people / the people grant authority / a reasonable question to ask in America is “by what authority” have corporations declared themselves to be “legal people?” / is this right and proper that a legal fiction, that can't feel pain or remorse, has all the same rights as a living breathing person? / the corporations will say they do but the people must ask, “Quo warranto” or “By what authority?”

Religion

Modern humans have existed on earth for over 150,000 years / for the vast majority of these years, modern humans survived by living in groups, gathering and hunting for food / modern humans originated in Africa, descending from the first modern human woman who was literally the mother of all humanity or the real “eve” / modern humans had the brain power, creativity and curiosity to think about the world and its many wonders / so many questions, so many magical events like birth, death, sunrise, moonrise, thunder and lightning, twinkling stars, howling wind and many others / curious modern humans wanted explanations and created myths to explain the world to new generations / the woman was revered in these groups of modern humans because she alone could bring new life into the world from within her own body - an absolutely god-like act / it inspired works of art honoring fertility and a supreme reverence for the goddess in the minds of “pre-civilized” modern humans / the modern humans of Africa left their continent and fanned out across the entire globe over the many thousands of years of prehistory / as groups of people inhabited areas that were more and more isolated from each other, time passed and myths evolved independently / they all sought to answer the common questions curious people naturally have / it's human nature to seek explanations and to assign an order to the world / the concept of agriculture came on the scene over 12,000 years ago in places like Egypt and Mesopotamia where there were rivers and fertile soil / civilization

developed as a result of growing a surplus of food, so that some people in society could focus on other things with their time / this brought about the different roles that people started to play in societies like artists, politicians, royalty and religious leaders / civilization brought out the best and the worst of what people can do to one another / on one side there was art, music, science, literature and medicine and on the other side, there was greed, deceit, despotism and war / the rise of civilization marks the start of a religious transition from people having a “goddess orientation”, where compassion and caring are emphasized, to a “god orientation”, where physical strength and domination are emphasized / 7000 years ago, Sumerians learned to farm the fertile “land between the rivers” known as Mesopotamia or in what is now Iraq / this land between the Tigris and Euphrates produced a great surplus of food and an expansive civilization of city-states / the culture grew in wealth and had many trading partners and attackers over the years / around 2300B.C., the Sumerian King Sargo united the city-states in a common defense of their interests and expansion through military conquest / in 1792B.C., Hammurapi came to power and united the old Babylonian Empire and built up Babylon as its capital / that society lasted over 1000 years and many of its traditions and ideas live on today including the 60-second minute, the 60-minute hour, the 360-degree circle and the 12-month year / Hammurapi put forth a code of ethics to help prevent the strong and wealthy from oppressing the weak and poor / the rule “an eye for an eye and a tooth for a tooth” originated here and showed up later in the Bible along with the Sumerian-oriented creation story / it’s no surprise that the figure Abraham is traditionally held to be from the city of Ur in Mesopotamia / Abraham was from a well-off family and had the free time to dwell on things like the nature of god and other philosophical themes / Abraham was a revolutionary thinker for his day by seeing the world as being ruled by a single God (monotheism) and not multiple gods, which was the embedded custom / naturally, in Abraham’s thinking, the one god was a male god, placing the man above the woman in the new “civilized” arena of religious thought / the goddess, and the miracle of life, had given way to the miracle of wealth acquired through domination and force / Abraham is the patriarchal leader of the Hebrews who were the originators of Judaism / Abraham was to lead the Hebrews to their believed “promised land” which they called Canaan or today’s Palestine / Hebrews were to have a special place in God’s heart because of their obedience in leaving Ur without question / Abraham’s grandson Jacob (also called Israel) founded the 12 tribes of Israel, or Israelites, who settled Canaan until famine forced them to move to Egypt / they became enslaved – Moses came to free them – they wandered in the desert – and Moses received the Ten Commandments which contained the rules for personal conduct in society / the commandments were completely in line with the morality common to the ancient Middle East / don’t kill, don’t cheat on your spouse, don’t steal, don’t lie to get someone else in trouble / don’t be jealous of another’s blessings, rest one day a week and take care of your parents and others / these commandments also put a tone on God as being the jealous type and one who will reward believers and really punish others / the image of God is as an all powerful, vindictive male ruler and judge / 1200 years after Moses, Jesus Christ (Christ means “the anointed one” – it was not his last name) was born in Bethlehem and raised in Nazareth / Jesus was a Middle Eastern man, he was Jewish, he followed Jewish traditions and he was a gifted teacher / he spoke about his beliefs regarding personal conduct and one’s relationship to God / the biggest transformation he offered was the idea of basing one’s life on love and forgiveness, instead of on retribution / Jesus taught, through his actions and words, that forgiveness, kindness, caring and helping others without judgment were divine / he gave a famous *Sermon on the Mount* where he said that those who are poor

in spirit, those who mourn, those who are meek, who seek right, who are merciful, who are pure in heart and who seek to make peace, will be blessed / he said that prophets get persecuted, as many have before, because people in power do hurtful things when they feel their power threatened / Jesus was devoted to helping others, improving the lot of the poor and calling on the wealthy to do better at sharing life's blessings / Jesus gained disciples and many followers in his short, three year, preaching career / he was radical for teaching that God and love were more important than materialism / he got on the radar screen of the authorities when he threw the vendors out of the temple, putting the idea of spiritual growth above commerce / he was executed in a brutal way to teach others a lesson, which he did – but not the lesson the authorities wanted / the nature of his teachings and many of the events of his adult life were written down in four books called gospels (gospel means “good news”) which were written over 60 years after his death / more than 500 years later, the prophet Muhammad was born in Mecca on the Arabian peninsula in the late 6th century / it was a land of wandering tribes, abundant natural spirits and multiple gods (polytheism) / Muhammad was an orphan and jack of all trades working as a shepherd, camel driver, merchant and trader gaining a reputation as being extremely trustworthy / at 25, he married an affluent older woman (15 years his senior), had a family and used his spare time to think about life / tradition says that in the year AD 610, Muhammad had a vision and was told he was to be obedient to the one God, Allah / he picked up on Abraham's concept of only one God and eventually wrote the Koran, which is the word of God as revealed to Muhammad / one of his teachings was that there was an afterlife in heaven for the “good” and the wicked would go to burn in hell / Muhammad called on the affluent to share with the poor / he got on the radar screen of the authorities when he openly deplored the worshiping of idols which was a big money maker for the idol manufacturers / the business owners got very upset and started attacking believers / Muhammad fled on a 250-mile journey where he distilled his philosophies and started the religion of Islam / Islam gave hope to both the poor and the privileged and appealed greatly to the common people / the Koran gave rules of conduct that, among other things, improved how women were treated in society, recognized their property rights and even said that men and women would be on equal terms in heaven (well, it's a start) / Muhammad grew in power and put together the first Islamic city state in what is now called Medina / he and his followers worked from there to conquer Mecca where they showed great restraint in the treatment of their enemies / this helped gain more converts as the humanity of mercy was highly appealing / the Koran encouraged the spreading of Islam and warriors were taught that dying in battle got them right into everlasting paradise / Islam spread vigorously throughout the Middle East and beyond / today, these three world religions, Judaism, Christianity and Islam have billions of followers and they all descended from the same teachings of Abraham / all these world religions have books that were written by men and considered to be the word of God and each of these books contained guidelines for how people should conduct themselves / unfortunately, each of these religions has also been used to justify social inequities, war, conquest and horrific acts of persecution (the Crusades, Slavery and the Inquisition come to mind) / history also shows that powerful people often adopt or co-opt religious traditions in order to expand their power through their perceived alignment with God / it helps rulers say things like, “God's on my side so my way is the right way” / these three major world religions are like thick branches of the same tree fighting with each other over their slight differences in the color on their bark / two other major world religions are Buddhism and Hinduism / “Buddha” is a title meaning “the enlightened one” and Buddhists believe that there have been Buddhas in

the past and will be more in the future / Buddha lived many lives before being born as Gotama, the Buddha from this era in the cosmos, in around 563B.C. / Buddha was born as a prince named Siddhartha Gautama in Nepal and led a early life of great comfort and luxury / he voluntarily left this gilded existence to pursue a deeper meaning and truth to life / he tried purposely putting himself in misery (like severe fasting for example) but this did not bring the inner peace he desired / later he resisted temptations and received divine guidance in the form of the Four Noble Truths at a place now called Bodh Gaya / Buddha found disciples and followers, delivered a famous sermon, called *Sermon on Setting in Motion the Wheel of Truth*, and taught that enlightenment lay not in the extremes of self degradation or self-indulgence, but in a middle path / the middle path is called the “Noble Eightfold Path” and has the following components – right view, right thought, right speech, right action, right living, right endeavor, right mindfulness and right concentration / the Four Noble Truths are that 1) life is difficult 2) most difficulties and pain come from selfish desires 3) there is a liberation from this state of pain and despair , and 4) this liberation comes from following the eightfold path / this Noble Eightfold Path is a “code of conduct” and the underlying message of the Buddha is to find inner peace no matter what is happening around you / Hinduism is considered to be the oldest of the world’s religions / the term Hinduism was coined by British writers in the 1800s to describe the religious ideas and practices that were unique to India / the Aryans of Europe brought their polytheistic (many gods) beliefs into India when they invaded around 1500B.C. / they attributed the many gifts of nature to gods like the air, the sun, the rains and other phenomenon / the primary God of Hinduism is Brahma and the principles of this religion were originally conveyed through hymns called the Vedas / after many years, they were written down in the ancient language of Sanskrit / Hindu beliefs include a great tolerance and celebration of diversity in people and traditions and the idea that “truth” can be seen from many sides / people’s views are formulated from the specifics of their worldly experiences and their perspective like their age, gender, social level, geography, location, level of consciousness and so on / Hinduism has the concept of the cycles of life where creatures move up or down in the natural world, from life to life, based on their actions / karma says that one’s actions today determine the existence and experiences of tomorrow – you get what you give or you reap what you sow / Hinduism has an extensive history of customs, traditions and ideas that contribute more to a way of life than just a belief system / to Hindus, the universe is being dreamed by the Brahman and goes through natural cycles of on and off over the countless years of eternity / with all of their unique specific details, there are far more commonalities among world religions than any real differences / most have prophets who receive the word of God - they have creation stories - they use parables (stories) to teach principles of deeper meaning - they seek to explain life - their histories contain both facts and legend – they have certain places that are sacred - and they seek to teach people how to treat one another and how to be happy / the truth is that religions have great power in bringing masses of people together under a common belief system / people naturally want answers to their deepest questions and they want a storyline to believe in / the downside of this community feeling is that followers can become rigid in their beliefs and deem all other belief systems to be “wrong” or inferior / when people get too attached to the precise details of their religious myths, they tend to miss the point of the stories / all religions seek to teach people how to be nice to each other and live in peace and harmony in the world / but the world will be far better off when religiousness and tolerance are synonymous and people start focusing on the glaring similarities between religious belief systems instead of their trivial differences / the essence of spirituality is not in what people say

but in how they actually act toward themselves, their family and especially toward others whom they do not know / like Joseph Campbell once said, “God is a metaphor for a mystery that transcends all categories of human thought” / that means the concept of God is bigger than any one single tradition can fully contain and big enough to contain all traditions without any one of them being the “right” one and the others being “wrong” / the glaring, huge, gigantic underlying message to all religions is to be mindful of how your actions affect others / if every government official in the world’s most powerful country were to actually start adhering to their proclaimed religious beliefs, world peace would instantly ensue / there is no acclaimed religious tradition in the world that recommends waging war or covert operations as a way to solve problems / the most important question that connects all world religious traditions is, What do people with power do with that power? / Do they seek to help others, or do they seek to increase their power and wealth at the expense of others? / there is no such thing as “good” or “evil” in the world; people do “good” or “evil” in the world / the greatest “evil” there will ever be is people who deceive themselves and others by pretending to be devoted to religious principles while acting in the exact opposite manner / it all boils down to this timeless question of all “civilized”, “religious” and “moral” human beings - what’s more important to you, people or money? / when you are honest about the answer to this, you will truly understand your real religion

Religion -
Three Views of
the World

To understand differing religious world views, you must first understand the word “metaphor” / an example of a simile is “he ran like a horse” - a metaphor is “he was a horse” / metaphors are used extensively in mythology to teach lessons to people through symbols / Joseph Campbell used to point out that half the world sees their religious metaphors as absolute facts, and the other half sees these metaphors as absolute lies / metaphors are best seen for what they are - symbols that serve to convey deeper meaning and understanding to listeners / the “God as judge” world view sees a supreme being as creating man and the earth from the outside, like a technician building a machine / God has a personality and is totally separate from man / God judges, watches, enforces and grants as he sees fit / God provides rules that we are to follow “or else” / in this world view, religious texts and symbols are interpreted as literal facts / this puts specific religious teachings (like the world was created in seven days) in direct conflict with scientific discovery / in this world view there is a physical heaven or hell that awaits people after they die / extremists holding this view of the world do not value earth or nature because the end of the world is coming so who cares? / this philosophy encourages blind obedience and sees nature as separate from man and something to be conquered and subdued / The “No God” model sees the world and universe as accidental creations or a fluke of nature / speaker and philosopher Alan Watts said it’s “like a million monkeys typing on a million typewriters will eventually type the Encyclopedia Britannica” / the universe is just blind energy like billiard balls bouncing off one another in random fashion / this model is attractive to intellectuals because it appears to be scientific and it does not require belief in “facts” that countermand common sense / this world view holds that religious metaphors must be lies since they are not literally true / the “God is All” model holds that God is everywhere and in all things / there is nothing or no place that is not God / God is inside each person and each person is an expression of the universal intelligence / Eastern religions like Buddhism and Hinduism are aligned with this perspective / this view is in accord with quantum physics that says everything is made of the same basic energy taking on different patterns / in this model, every person is related to every other person and all things we do to others and our Earth

we also do to ourselves / the “Big Bang” is the creation event for this model that converted energy into mass and creating the time and space that we exist within / there is no conflict between evolution, the big bang and this model because universal intelligence is seen as indwelling everywhere and in every step of the process / in this model, the world is simply God at play - dreaming a dream – dancing the dance of life / again, listen to this quote by Joseph Campbell, “God is a metaphor for a mystery that transcends all categories of human thought” / call it God, universal intelligence, something greater than your self, a higher power or whatever you want, because in this world view - you are it!

Religion -
Goddess

For most of modern humans’ existence on earth, people lived in bands of gatherer-hunters / the Goddess was revered because it was acknowledged that women were the conduit of new life - women alone could bring a new human being into the world / most of prehistoric art is focused on the goddess and themes of fertility / when the goddess is revered, attributes of the goddess are also revered like kindness, caring and gentleness / war was virtually unknown / over the past 15,000 or so years, as agriculture gave rise to civilizations, there was a changeover to worship of a God, not a Goddess / the attributes of masculinity, like strength and domination, became primary themes in culture and religion / this manifested itself in the idea of conquering other civilizations through force to expand territory and obtain riches / the city of Athens in ancient Greece is a perfect example of this transition – the city-state was named after Athena (a huge statue of her was put in the Parthenon) yet women had very limited rights in this totally male-dominated society / Christian and Islamic traditions were all centered on worship of a single “God” not a “Goddess” / women became objects and property and under the command of men in all of these traditions / woman became the “temptress” of man and the cause of man’s downfall / women have suffered thousands of years of systematic prejudice as a result / mother earth has also suffered greatly from male-dominated systems that have plundered the earth’s resources with impunity over much of recorded history / reestablishing a deep reverence for women, motherhood and mother earth within all societies is a critical step towards the happy future of this planet.

Religion -
Fundamentalism

Fundamentalism is what happens when religious texts (myths) are taken as absolute facts instead of symbols / religious texts are viewed as immutable truths representing the only “real” religion / there can be fundamentalism in any religious tradition / fundamentalism typically declines as the technology level in a country increases - the US, is “off the chart” in the other direction / Christian fundamentalism is in the U.S. in a big way / fundamentalists take things on faith, without investigation / a literal Bible interpretation has the earth as 6000 years old – scientific investigation has the earth at around 4.6 billion years old / other beliefs include the second coming of Jesus, a literal heaven and hell, original sin, and Armageddon is coming / in their views, only some will be “saved” and meet Jesus / the same conflict between religious fundamentalism and science existed in the ancient world / thinkers began to challenge the way the Bible portrayed the universe with the sun going around the earth, the stars permanent and unmoving and the heavenly bodies perfect smooth spheres / the Library of Alexandria was the primary scientific institute of its day (323B.C. – AD 415) / it was burned to the ground by religious zealots and much of the world went into intellectual slumber for over 1000 years / the suppression of intelligence is enforced ignorance / modern Christian fundamentalists will probably agree with scientists that the earth orbits the sun and there are pits in the surface of the moon and other planets - these were “unchallenged” fundamental truths of ancient days / today’s

fundamentalists are primarily troubled with evolution, preferring “creationism” / they believe the world was made in seven days and man was made from the clay of the earth, woman was made from the rib of man and so on / however contrary to seeming logic, fundamentalism is on the rise / recent apocalyptic fictions sold over 60 million copies and were made into movies / the coming of Christ was predicted by Fundamentalists in the year 1000 and again in the year 2000 / now it is simply “anytime” when you least expect it / fundamentalism uses fear of punishment as a primary motivator / Jesus is famous for his golden rule, acceptance of all people, pacifism, and contempt for the greedy side of human nature / Jesus said a rich man had as much chance of getting into heaven as a camel did of getting through the eye of a needle / but today’s fundamentalist has reconciled all of these issues / it’s OK to be greedy, persecute people who are different, wage war and treat others quite differently than you would have them treat you / in my view, fundamentalism is fundamentally flawed / it keeps followers from trusting their own intelligence and sets them up for blind obedience / these people are active and driven in supporting their beliefs, but their actions are generally in direct opposition to their highest stated values which makes them fundamentally hypocrites of the highest order

Renaissance

Constantinople fell to the Turks in 1453 which brought an end to the 1000+ year-old Byzantine Empire (the Byzantine Empire was the eastern part of the former Roman Empire that divided into two parts in AD 395) / Greek and Roman intellectual traditions had been kept alive by Byzantine scholars throughout the Middle Ages / with the fall of Constantinople, these “thinking men” packed up their classical manuscripts and fled to Italy, especially Florence / there, the church had been the setter of artistic and intellectual discourse for hundreds of years and they were way overdue for a change / one of the key concepts to come with the scholars was that of “questioning authority” which became a central Renaissance ideal / Italian economic activity was centered in urban areas and this economy was robust including textiles and luxury goods / there were many clashes over power as a prevailing sense of independence began to grow within the people / some wealthy men in society started using their resources for projects to enrich the public experience / some well-to-do became patrons of society by bringing about new buildings, sculptures and paintings with their money and influence / this reawakening spirit was greatly kindled by the ancient ideas of classical intellect being infused into the very fabric of society / the new attitude was contagious and spread from Florence to other parts of Italy - the Renaissance was underway / the painters of the day freed themselves from medieval one-dimensional styles into a brilliant new realism / artists began to study human anatomy to improve their paintings and sculptures as the ancient Greek and Roman artists had done / architecture slid back into brilliantly classical styles like the eight-sided dome for the Florence cathedral, one of the greatest engineering feats of its day / Johann Gutenberg had invented movable type in 1454 which led to the proliferation of printed books - naturally, the Gutenberg Bible was the first subject of this new invention / new artistic techniques, intellectual ideas and value systems were flowing from Italy to the rest of the world / it was a rebirth of all things classic as the greatest writer of all time (Shakespeare) focused most of his stories on classical characters like Julius Caesar, Anthony and Cleopatra / new ways of thinking were permeating many levels of European society, from the way people treated each other to the way politicians operated / moral values were gaining strength and there became more focus on the quality of this life over the quality of the afterlife / educated people were sharing ideas on what it meant to be a gentleman and how life’s blessings could be better shared among more people / Thomas More wrote *Utopia* and Sir Thomas Elyot

wrote *Governour* which suggested how men of social distinction and privilege should devote their efforts to public service / the ideal person in Renaissance times became one who knew a little bit about everything / the Renaissance man or woman was well-traveled and well-versed in philosophy, literature, music, science and art / Leonardo da Vinci is the quintessential example of this ideal as one of the greatest artists, inventors and thinkers of all time / Copernicus came up with the dangerous old idea that earth orbited the sun which countermanded age-old church dogma / other traditions were challenged too, like the one keeping people from being involved in their own government / there was a new spirit of benevolence where, ideally, men of great means should use their power and influence to enhance society and make life easier for the poor / on the other side of this coin was Niccolò Machiavelli who wrote his master work on power politics, *The Prince*, during this time (it was first printed in 1532) / he obviously believed that this newly expressing morality was good for everyone except princes and political leaders / unfortunately, this same amoral leadership tradition has lived on right up through today in some places / the Renaissance was the rebirth of intellectual exploration, artistic expression and a greater sense of valuing people over pure domination / it was a perfect example of what happens when humans live in a nurturing society with some concept of the “public good” / the ideals that came out of the Renaissance and the following Enlightenment found direct expression in our Founding Fathers who launched the greatest democratic experiment in history / it’s now up to every caring, honest, intelligent and thinking human being to grab this Renaissance tradition and bring it back to life for the betterment of us all

Republic Republic means that the leader of a country is not a monarch or king (not born into the position) - usually it means a country has a president / republic also means a government where supreme power resides in a body of people entitled to vote

Rome Rome lasted about 1200 years from its legendary start in 753B.C. to its final fall at the hands of a German chieftain in AD 476 / Rome started as a prehistoric settlement on the Tiber River in central Italy and developed into a military-based empire encompassing lands surrounding the entire Mediterranean Sea / ancient historians routinely mixed fact with fiction as evidenced by the origin myth of Rome / as one legend has it, Rome was begun by the twin sons of Mars, the god of war / the sons were named Romulus and Remus and they were saved as abandoned infants by a she-wolf who nursed them until they were found – later in life Romulus kills Remus over authority issues / Rome went through three distinct phases of development: the Kingships, the Republic and the Empire / the kingship phase of Rome lasted from 753B.C. to the founding of the republic in 509B.C. – the republic lasted from 509B.C. until the establishment of the Roman Empire in 27B.C. / the republic ended rule by a king and replaced it with rule by the Senate, a group of Rome’s wealthiest men / the common people were not included in governmental affairs / Roman power was spread by establishing military colonies on taken lands and offering Roman citizenship to some cities and tribes who moved quickly to “Romanize” themselves and become allies / other cities and tribes had a limited citizenship imposed on them forcing them to provide soldiers for the Roman wars / Rome eventually dominated and moved beyond the Italian peninsula / wars and more wars led up to 146B.C. when Rome had brought all of the Greek world under its control / all of the conquering brought great wealth to the aristocracy and gave rise to a new social class called the “equestrians” largely made up of tax collectors, state contractors and financiers / many slaves were brought in addition to cheaper imported raw materials from Roman colonies

undermining the peasant economy while helping the wealthy establish huge land estates called “latifundia” (plantations) / the aristocrats had bought up much of the previously public owned lands at bargain prices during the wars and turned them into their own lucrative plantations staffed with slave labor / this left much of the population unemployed and dependent on the state for welfare / Tiberius and Caius Gracchus came onto the scene as genuine reformers and Tiberius was elected into the government in 133B.C. on a platform which included land reform / the “powers that be” were less than enchanted with this prospect and they declared Tiberius’s reelection illegal, sparking off violent riots resulting in Tiberius’s death / his brother took over the cause of reforms, got elected to government but was also killed by a reactionary mob in 121B.C. / a century of civil wars followed and two trains of thought crystallized within the Senate: the “Optimates” and the “Populares” / the Optimates were the conservative self-proclaimed “best men” and the Populares worked toward reforms / in 101B.C., German invaders were wiped out by an equestrian general and his “all-volunteer” army whose soldiers subsequently asked the Senate for land and were refused / the ruling wealthy sought to maintain power structures “as is” but civil war broke out from 88 to 82B.C. pitting Lucius Correlius Sulla and his army supported by aristocrats against his populist enemies / Sulla became a vengeful despot, killing thousands of his enemies and taking their land / Julius Caesar and Pompey the Great were rivals for power - both ambitious and both experienced in the military / in 60B.C., the richest man in Rome, Marcus Crassus, formed an unofficial leadership group with Pompey and Caesar / together, they were able to rule over the Senate’s opposition / but while Caesar went off to fight more wars, Pompey made an alliance with the Senate and in 50B.C. the Senate and Pompey joined forces and ordered Caesar to disband his army / but Caesar crossed the Rubicon (a small stream running near the border of Gaul and Italy) in 49B.C. and marched against Rome and the Senate / Pompey was defeated and fled eastward / Caesar pursued him all the way to Egypt where Caesar got involved in a civil war and made Cleopatra his mistress / after a series of successful war campaigns, Caesar was back in charge of the Roman government and set about to make reforms that made him unpopular with many members of the Senate / the Senate was comprised of around 600 non-elected aristocrats, the wealthiest men in Rome, who controlled virtually all governmental decision making, foreign policy, the treasury, the appointment of military commanders and other things / senators paid no taxes and instead lent money to the state at high interests rates – their profits were paid with taxes collected from the common people / the Senate itself was largely under the influence of twenty or so of the wealthiest men / this “highest of high brow” groups was divided into two opposing factions of thought / as mentioned, the conservative “Optimates” devoted their energy to accumulating more power and riches and the “Populares” had ideas about improving the lives of the common people / Julius Caesar was the greatest Populare leader ever in Rome and Cicero was an arch rival / Cicero was of the equestrian class, a member of the Senate and owner of over eight villas / he also owned several tenement buildings which were unhealthy for human beings but very healthy for his profits which he bragged about / 90% of the history of this era in Rome was written by Cicero who was what’s called a “gentleman historian” / as you would expect, he recorded events from the perspective of the wealthy making his historical record not so “fair and balanced” / Caesar is commonly portrayed as an awful tyrant who deserved to be murdered so that the “heroes” who killed him could get back to their “democratic” republic / Caesar did take over Rome and he did declare himself in charge for life in 44B.C., but he was a Populare and had taken many steps towards helping the Roman people while he had power / he founded settlements to house

80,000 common people, he gave choice public lands to families with three or more children, he started public projects to employ citizens, he gave some people rent relief, he forced plantation owners to hire 1/3rd of their workers instead of using all slaves / he increased luxury taxes, he capped tax rates, he ejected a few corrupt senators, he reduced interest rates for some outstanding loans, he cancelled some people's debt, he allowed Jews to freely worship their strange monotheistic religion, he improved the voter registration processes, he built quality public libraries, he published the Senate proceedings daily and he sent Cicero into exile / Caesar had taken steps that cut into the total power enjoyed by the wealthy in the Senate / his vision was to reform not to have a social revolution / to Caesar, spreading more of life's blessings around the society would reduce the likelihood of future civil wars / Cicero referred to the common people of Rome as "the mob" which was actually made up of artisans, craftsmen, shopkeepers, masons, day laborers, and other hardworking common people / Cicero was afraid that Caesar was out to kill off the nobility and take all of their wealth / but Caesar was lenient with his former enemies and allowed them to keep their lives which proved to be unfortunate since a few of these same people would later murder him / not only did Caesar's actions infuriate his ultraconservative political rivals, he was almost certainly subject to significant jealousy and peer envy / Caesar was a handsome, vital, charming and highly intelligent man / he was also an excellent writer, a brilliant orator and an outstanding military leader / he was not prone to living a lavish and luxurious lifestyle (although he could afford it), he drank with moderation and he had a strong following among the people and soldiers he led / of course, Caesar was also an active "ladies man", sleeping with married and unmarried women ranging from commoners to queens and a king or so when he was young / he was also a conqueror and plunderer, he bestowed great honors upon himself and he declared himself to be the leader of Rome for life in 44B.C. / fortunately or unfortunately, depending on your perspective, Caesar was assassinated on March 15, 44B.C. by a dozen or so Senators lead by Casseus and Brutus / Caesar joined other reformers in Rome's past, like the brothers Gracchus, who discovered how determined entrenched power can be to keep their wealth intact and growing / for Caesar, it wasn't all just about increasing his own power / as he once said, "I am sated with glory and power. It is more important for Rome that I live so that we might avoid another civil war" / Caesar understood that economically lopsided societies are inherently unstable and the less common people had to lose, the more likely they were to revolt / Caesar's murderers underestimated the level of actual support the leader had from the people / the void left by his death was filled by Octavian who was Caesar's grandnephew and heir / the Senate gave Octavian the full command of the Roman military and the title "imperium" which evolved into the modern term "emperor" / he assumed the name and title Imperator Caesar Augustus in 27B.C., starting Rome's "empire" phase / he reconstructed the city of Rome, supported the arts, completed thousands of miles of paved roads, established dependable postal service and helped business and commerce flourish on the trade routes / he died and was replaced by his stepson, Tiberius, in AD 14 / Tiberius was succeeded, in AD 37, by Caligula, his great nephew who was assassinated in AD 41 / he was replaced by his uncle Claudius I who was followed by Nero in AD 54 / Nero was blamed for burning down most of Rome in AD 64 which he, in turn, blamed on the Christians who, in turn, began incurring severe persecution at the hands of Romans / Nero committed suicide and was succeeded by Galba, Otho, Vitellius and Vespasian in the year of four emperors, AD 69 / Vespasian (r. 69-79) built the 50,000-seat Colosseum and other major public infrastructure projects and was followed by his sons Titas and multiple other emperors / the decline of Rome was marked by

several short and violent reigns of power bringing Rome into the 3rd century AD / rich and poor were in heavy conflict, wars were raging and taxes continued rising draining prosperity from the citizens / the coinage of the empire was debased, military defenses fell and incoming Germanic tribes and Persian attackers penetrated as the Roman army broke down / for 45 years (235-280), dozens of emperors ruled and died premature deaths / a new authoritarian Rome rose from this chaos with the Emperor Diocletian (r. 284-305) changing “citizens” back to “subjects”, stripping peasants of what little rights they had and heavily taxing artisans, civil servants and the like / the two dominant social groups were the plantation owners with vast villas and the Imperial government bureaucrats / Constantine (r. 306-337) proceeded with the second founding of the empire by reorganizing government systems and legalizing Christianity, bringing the church into the service of the state / he moved the capital to Byzantium (today’s Istanbul, Turkey) which he rebuilt and renamed Constantinople after himself in 330 / the downward slide of Rome was unstoppable / from 395, the empire was split into the Eastern Byzantine Empire which lasted until 1453 and the Latin Western Empire which fell much faster / the Western Empire declined as Germanic tribes invaded and plundered Rome in 410 and 455 / in 476, the German chieftain, Odoacer, brought the history of ancient Rome to an unceremonious close / Rome came and went but its influence on subsequent societies continued through Medieval Europe right up to today / Rome helped spread Greek knowledge and influences throughout the entire empire / when Constantinople was conquered by the Turks in 1453, fleeing intellectuals carried their classical knowledge back to Italy igniting the Renaissance / the Western Empire and its well-fortified wealthy villas served as a precedent for the Feudalism that followed in Europe / Rome lasted about 1200 years and brought a great many accomplishments into being / aqueducts, indoor plumbing, 50,000 miles of paved roads, concrete, corporations, the 365.25 day year, postal systems, the 26-letter alphabet and on and on / but at its core, Rome was a military power with expertise in waging war, government administration and the application of the law / perhaps the greatest lesson of Rome is that it was built on laws that were inherently unequal and based on class prejudice / the society was set up to keep a few extraordinarily wealthy people at the top benefiting from the work of the many at the bottom / whether you admire this situation or disdain it – the real lesson of Rome is that gross inequity in society is inherently unstable

Saudi Arabia

Saudi Arabia was founded by the warlord Abdul Aziz Ibn Saud in 1932 / after three decades of skillful fighting, diplomacy and strategic marriage pacts with other tribes, he was finally able to unify the Arabian Peninsula under one ruling clan / two centuries earlier, the religious reformer Muhammad ibn Abdal-Wahhab (1703-1792) set a stern, puritanical tone to Islamic practices harkening back to the “pure” Islam of the Prophet’s time / Wahhab’s allegiance with the emerging Saud clan then gave the clan religious legitimacy and the religious followers of Wahhab, political power / this strong combination has held together since and helped Ibn Saud to conquer nearly all of Arabia including the holiest Islamic places - Mecca and Medina / Mecca is the epicenter of Islam and where the Prophet Muhammad received God’s word nearly 1400 years ago as recorded in the Koran / there are 1.3 billion Muslims in the world and each year, over 2 million of them make the pilgrimage to this site / the 9th century was a “golden age” for Arabs and Islam as it was when classical knowledge from Ancient Greece was stifled in Europe and harbored in the Middle East / Arab and Islamic scholars translated many philosophical and scientific works of classical antiquity and began pioneering their own advances / but religious fundamentalism got a stronghold here too as religious police, called *mutawaeen*, have been enforcing a

theocratic law and order system for the past 1000 years / religious fundamentalism helped advance the Saud family to rule most of the Arabian peninsula which is now known as Saudi Arabia / it was founded in 1932 with Riyadh (ree-add) as its capital and a year later, Ibn Saud granted Standard Oil Company an exclusive oil exploration arrangement / on March 3, 1938, American engineers discovered the Kingdom's first commercial oil gusher in the city of Dammam on the Persian Gulf / the partnership of King Ibn Saud and American oil companies evolved into Saudi Aramco – a government run operation in control of over 260 billion barrels of oil and 225 trillion cubic feet of natural gas / this is 25% of the world's remaining oil supply and its presence here has made the Saudi royal family an important component of modern world events / since the discovery of oil here, there has been an on-going relationship between American oilmen (mostly from Texas) and members of the Saudi royal family / this generated a growing conflict between imported Western materialism and traditional Islamic religious beliefs / U.S. domestic oil production peaked in 1970 and Saudi Arabia and the rest of OPEC (Oil Producing and Exporting Countries) thrust themselves on the world stage with their 1973 oil embargo / the embargo lasted from October 20, 1973 to March 18, 1974 / although it was short lived, the effect it had on the American government, businesses and people was huge / Saudi oil prices jumped from \$1.39 a barrel in January 1970 to \$8.32 a barrel in January of 1974 and the profits for oil-rich countries started to hit the stratosphere / since Saudi Arabia was the largest supplier in OPEC and had the largest reserves, gaining its cooperation in preventing any future embargo was seen as extremely important for the U.S. / John Perkins, author of *Confessions of an Economic Hit Man*, was the Chief Economist for Chas T. Main, a large U.S. engineering concern at the time / Perkins was intimately involved with the then secret U.S. effort to forge an interdependent relationship between U.S. companies, the U.S. Government and the Saudi royal family / the arrangement was to use vast Saudi petrodollars to buy U.S. Treasury Bonds to earn interest to finance huge construction and oil projects in Saudi Arabia - using only U.S. firms / the project was nothing less than the total and immediate transformation of an entire nation from the 7th to the 21st century / according to Perkins, the goal was to maximize the payout to U.S. firms while making Saudi Arabia increasingly dependent on the U.S. / there were several firms involved in initial planning of design and construction projects and long-term service and maintenance contracts including Chas T. Main, Bechtel, Brown & Root, Halliburton and Stone & Webster / it was a planner's dream - a blank slate country with huge resources managed by the U.S. Treasury department without congressional oversight / the kingdom had to be built from the ground up starting from services like modern trash collection to petrochemical plants to infrastructure like housing, water, electricity, roads, sewage treatment and communications systems / all of this rapid modernization brought about direct conflict between ultraconservative Wahhabis religious beliefs and Western materialism / Saudi Arabia was built from the ground up in the image of the U.S. by U.S. companies, making huge amounts of U.S. dollars flowing from the hands of the ruling house of Saud / because of the 1973 oil embargo, there were forces in America working towards moving away from oil as our primary source of energy / President Carter had solar panels installed on the White House as a symbol of this movement and initialized plans to reward energy innovators / that came to a screeching halt with the election of Ronald Reagan who had the solar panels taken down and turned the course of the country back toward increasing oil dependency / George H.W. Bush started Zapata Petroleum in 1953 and by the late 1950's he and his partners were millionaires / he went on to become a U.S. Congressman from Texas (1966-1970), Ambassador to the UN (1971-1974), CIA Director (1975-1977),

Vice President of the United States (1981-1989) and President of the United States (1989-1993) / as the October 2003 Vanity Fair article *Saving the Saudis said*, “The Bush family and the House of Saud, the two most powerful dynasties in the world have had close personal, business and political ties for more than 20 years...” / according to Craig Unger in his book *House of Bush House of Saud*, “In all, at least \$1.46 billion had made its way from the Saudis to the House of Bush and its allied companies and institutions.” / in Saudi Arabia, there are forces that deeply resent Saudi Arabia’s rapid move to materialism and Western ways / Osama Bin Laden is one of these forces who is well-funded from his inheritance from the immensely wealthy Bin Laden family / the Bin Laden family is well-connected with the Saudi royal family and owes their initial wealth to huge construction operations in the Islamic world / Osama Bin Laden was disowned by his family due to his extremist activities and he is allegedly responsible for numerous terrorist attacks against the U.S. including the 9-11 World Trade Center and Pentagon attacks / but the relationship between the U.S. and the Saudi Arabia royal family remains extremely friendly and close as evidenced by our reaction to the most deadly attack on American soil ever / 15 of the 17 hijackers allegedly committing this 9-11 attack were Saudi Arabians yet the U.S. retaliated against Afghanistan where Osama Bin Laden was supposedly hiding / interestingly enough, the U.S. has since never found him / also, in the days following 9-11, over 160 Saudis including many relatives of Osama Bin Laden were air lifted out of the U.S. with the aid of the FBI / now that is top notch diplomatic treatment that goes well beyond normal relations and shows extreme closeness between the royal family and the current administration / another indication of this extreme closeness is the fact that nothing is ever said about Saudi Arabia’s intensely fundamental, religious-based society / supposedly, one of the benefits of attacking Afghanistan was to free the highly oppressed women there who were treated like absolute property / in Saudi Arabia, women must be covered from head to toe while in public / women cannot drive cars - they must ride in the back seat - they can’t travel abroad without a family escort and they hold little or no power in society / this is a male-dominated society ruled by king (a monarchy, not a democracy) with zero tolerance for any other religion than Islam / unfortunately, the decision back in the 1970’s to go headlong into increased oil dependency and away from alternatives has put America into this strange predicament / the world’s most powerful country is at the beck and call of an extremist, fundamentalist religious monarchy that literally has the American economy “over a barrel” / this point really came home on April 25, 2005 when Saudi Arabia’s Crown Prince Abdullah visited President Bush at his ranch in Crawford, Texas / Bush smiled ear to ear, kissed his royal highness on both cheeks and anxiously held his hand while they walked down a flowered walkway towards the president’s home office / it makes you wonder about how different the world might look today if the free market pursuit of alternative energy sources had not been hijacked by big oil and construction interests way back when / now here we are – tied to oil – no working alternatives in place – being squeezed by ever-increasing gas prices as oil and construction executives and investors and certain royal family members continue to reap skyrocketing wealth

Scopes Trial

In 1925, high school teacher John T. Scopes was charged with violating Tennessee state law by teaching the theory of evolution in his classes / in March of that year, the Tennessee legislature had declared it to be unlawful to teach any doctrine denying the divine creation of man as described in the Bible / there was worldwide attention to the trial because it brought a direct confrontation between those believing in the Bible as literal fact and those who see it as containing metaphors open to

interpretations / reading the Bible literally requires you to believe that the earth is 6,000 years old and that God created man from the dust of the earth / this information is contradicted by scientific work regarding the age of the earth (4.6 billion years old) and regarding an evolutionary path for the development of human beings / the Christian Fundamentalist position is telling the scientists that their vast observations and collective intelligence has arrived at the wrong conclusions / the scientists are telling the Christian Fundamentalists that there is nothing especially divine about man since human beings emerged right out of nature / it is understandable that there was such tension about this issue, both then and now / ultimately in the Scopes trial (July 10-21, 1925 in Dayton, TN) William Jennings Bryan (lawyer for the prosecution) defeated Clarence Darrow (lawyer for the defense) / the judge steered clear of getting into arguments about Darwin's theory of evolution and focused on the simple fact that a teaching infraction had taken place / Scopes was convicted and fined \$100 (a lot then) but he was acquitted upon appeal based on the technicality of the fine being excessive / the Tennessee law was repealed in 1967, but Scopes trial issues are still burning hot today / in August 1999, the Kansas State Board of Education voted 6 to 4 to eliminate evolution from that state's curriculum / that decision held until February 14th 2001 when the Kansas board voted 7 to 3 to adopt the new state science standards which contained only evolution as the explanation for the origin of man / it is interesting to note that there are several views on God that relate to this issue / Christian Fundamentalists see the Bible as describing literally exactly what happened and that God built man from the dust of the earth like a watchmaker building a watch / other Christians see their God as being outside themselves like a father or a judge but view the Bible as stories with metaphoric lessons, not literal truth / still other Christians believe that God is in everything and everywhere and there is nothing that is not God / finally, there are those who believe that there is no God and that all of this "life" is just blind energy and random chance at work / only one of these views can't get behind evolution and see it as the amazing creative process that it is / the way life seeks to become more complex and "play around" with so many variations seems almost like intelligence is indwelling in the process / whether you can get behind this concept or not is another story, but the story of evolution is extremely clear to see for the interested mind / allowing "creationism" to be taught in schools is like allowing teachers to teach that the earth is flat – after all, it looks that way from the surface / but we as a species know better because we've seen and proven the fact that the earth is a globe – teaching anything else about the configuration of the earth would be propagating ignorance / it would be the exact same thing as teaching a religious mythological text as if it were absolute scientific fact / ignoring what is right before our eyes is subscribing to blind obedience / blind obedience is against the spirit of a successful democratic society which depends on rational and intelligent citizens / the key concept to consider is that believing in evolution does not necessarily mean that you do not believe in some concept of God / evolution is an extraordinarily beautiful and creative process that guided the spark of life to express itself in countless forms over the history of life on earth / it seems to me that, if you believe in God, not recognizing the evolutionary process would be ignoring a magnificent and obvious example of God's work / in any event, evolution is a fact not a theory / our science classes at schools must be reserved for the pursuit of truth and knowledge - not for teaching religious mythologies and metaphors as if they were absolute facts

Secular
Humanism

This is a movement where followers adhere to science and reason to investigate the world and draw conclusions / only those things which pass investigation, evidence and

Security
Industrial
Complex

rational evaluation are worthy of belief / this is a highly ethical way to look at the world as tapping into your humanity and your reason naturally leads to treating others fairly / knowledge accumulates over time for the human race / throughout history there have been many subscribers to ideas that proved later to be wrong / such is the path of intellectual progress / there is a more basic reason for moral behavior other than fear of punishment from a supreme being / moral behavior is simply a natural part of being a happy human being / using the principle of universality – if it's good for me, it's good for you and visa versa

Prior to 9-11, there were already abundant security technologies in the U.S. / video surveillance cameras, alarm systems, x-ray weapon detection systems, private security services and much more / “biometrics” were in use to make positive IDs based on physical attributes like fingerprints, voice prints, iris patterns, genetic information and face patterns / face recognition technology was being tested where thousands of faces could be scanned via video cameras and matched to a “face database” to find suspects / RFIDs or Radio Frequency Identifications were being used to track inventories – an ID reader could retrieve electronically stored info by “wandering” a RFID chip / also prior to 9-11, there was the growing trend of “data mining” where information on people was being compiled from a wide variety of electronic sources / there is a natural tendency for corporations to want to know their customers better (market research) by having as much information on them as possible / there are also huge advantages in investigative work when there are quick and thorough sources of information on people available / here's the short history / prior to computers, information on people was contained solely in paper files / access was manual (a person had to retrieve it) and melding information from different sources was virtually impossible / computers come along bringing a multitude of database designs, applications and platforms / time passed, technologies vastly improved, computing power grew exponentially, costs of equipment dropped / Oracle, the database company, grew out of a CIA project to expand the use of massive database technologies / data mining pioneers, like Hank Asher, realized the incredible power of building and linking massive databases on people / one of his first projects was building a system in Florida to allow insurance companies to call up an address and see all of the cars registered to that address / this required linking banks of microcomputers together for computer power and bringing numerous local, state and commercial electronic databases together for data sources / Asher's company, Database Technologies (DBT) gave his customers an ease of access and data completeness previously unheard of / Asher called this system AutoTrack and it was a hit / police agencies wanted a faster way to access license information / Asher's system gave quick access and worked well on partial inputs like partial descriptions of cars, people or license plates / the power of the system lay in skillful “cross-referencing” with programmed logic to find desired records and exceptions lists / Asher donated the use of AutoTrack to help the *America's Most Wanted* TV show find missing children and others / Asher sold DBT and created Seismic Intelligence or Seisint / he developed Accurint which was, according to Asher, “the amalgamation of literally thousands of sources of data” which came from local, state and federal-government databases as well as commercial databases all available for a fee / right after 9-11, Asher created the computer code for Matrix (Multi-state, Anti-Terrorism Information eXchange) / using his algorithms on his billions of records, he pulled, compiled and cross-referenced data to generate a list of potential terrorists that stunned federal law enforcement agencies / again, his work was a hit and Asher built facilities (at his own expense) for federal agents to use Matrix on the grounds of his Boca Raton

mansion / the USA PATRIOT Act, passed on October 26th, 2001, contained Section 505 which served to open up the access to personal information on citizens / Matrix and Section 505 were a perfect match to allow law enforcement to have immediate access to the intimate details of the American people, for better or worse / Asher demonstrates his Matrix system at the White House on January 24, 2003 for a group including Tom Ridge, Dick Cheney, Robert Mueller (FBI) and Jeb Bush / the Department of Homeland Security begins operations later that same day and the Security Industrial Complex is unofficially “born” / Homeland Security subsumes 22 agencies and consists of over 180,000 employees making it a huge single government department with a huge budget / this created a single source for government contracts for security and high tech companies of all types / anthrax detection, fake document detection, facilities defense systems, computer defense systems, surveillance systems, weapons screening systems and, of course, total information systems like Matrix and others / John Poindexter’s *Total Information System* was dropped from the Pentagon but the capability and concept was shifted smoothly over to the private sector / to summarize – data sources are everywhere like from banks, DMVs, insurance companies, credit card companies, airlines, medical companies, property offices, local, state and federal government agencies (like the IRS), Internet access companies, clubs, political organizations, and any place and everywhere you can think of / there are billions and billions of records out there to be compiled and related in various ways for various purposes / the power to have instantaneous access to every person’s life history since birth is practically here and now / like Robert O’Harrow’s 2005 book describes, there is *No Place to Hide* from the national surveillance and security systems / 9-11 jump started already existing trends and has created a security state where more and more public funds are funneled into private companies to ensure the “security” of American citizens / but under the name of fighting terrorism, America could be turned into a “police state” where every aspect of each citizen's daily life is an open book to authorities / this has a way of chilling descent and prevents positive changes by undermining the groups and individuals pushing for change / the U.S. Government is currently outsourcing security and intelligence services creating an information power center outside the purview of the American people / like military contractors, it’s in these company’s best interests to ensure that the U.S. remains in a constant state of fear from terrorism so the demand for their products will continue to increase / most companies absolutely have patriotic ambitions to help the American people, but the potential for maleficent ambitions to be expressed is great / the price paid for all this security and surveillance is the reduced privacy levels enjoyed by U.S. citizens / it’s hard to be free if every detail of your existence can instantly be discovered by anyone who can pay / this is almost already the case with companies like ChoicePoint which is one of the largest background checking companies / all of these security measures may indeed reduce the threat of terrorism, but should the American people be subject to being held up by their ankles and shaken in order to find the dangerous few among us? / for example, there seemed to be plenty of information available to thwart the 9-11 attacks from intelligence that was already gathered through established means / what was lacking was adequate action taken on this information / so the lingering issues are – this Security Industrial Complex creates a power center of detailed personal information that can be used for better or worse / personal information is incorrect a certain percentage of the time and it is unknown if there will be the capabilities to manipulate a person’s personal information for either protection or incrimination / there is very little regulation on all of this now / there is a “real and present” danger of customer files being stolen or bought by criminals / when people steal these files,

they get all the details and your identity is stolen / the bottom line is there are far easier ways to dramatically improve the security of the American homeland / the obvious way is to honestly evaluate present and past actions that have inspired the deep hatred of America that exists in the world among certain people / eliminating the motivations for terrorist attacks against the U.S. is the least expensive and most effective homeland security measure available / but this is also the action that creates the least profit for the companies involved, so they won't take these steps / it is up to the American people to take these steps for the good of the American people and the rest of the world / too much security in a free society, breeds insecurity and a less free society

Sept 11, 2001

The World Trade Center and the Pentagon appeared to be attacked by highly organized terrorists using hijacked airplanes as missiles / over 3,000 people died / the attack was the first attack on the national American territory since the British burned Washington in 1812 / it was said they attacked us because they were jealous of our freedoms / others said the attacks were a response to the US's continuing support for oppressive governments in the Middle East, the maintaining of thousands of troops in Saudi Arabia near their holy site Mecca and the installation of brutal leaders like Saddam Hussein and the Shah of Iran / the World Trade Center is the symbol of global capitalism and the Pentagon is the center of the U.S. military industrial complex / Osama Bin Laden is the assumed planner of this attack / he is known well because he was a fighter in the 1980's CIA-led effort to organize thousands of radical Islamic fighters to attack Russians in Afghanistan / he was equipped and trained through U.S. tax dollars when he was fighting on our side, but now he has his own agenda / 15 of the 17 alleged hijackers were citizens of Saudi Arabia but U.S. attention after the attack focused totally on Afghanistan / Afghanistan asked the U.S. for evidence in order to turn over Bin Laden / the U.S. ignored the request and waged war on the world's poorest country presumably to bring Bin Laden to justice "dead or alive", as the President said / a horrible crime was committed on 9-11 and the evidence against the planners should have been compiled and people arrested, tried and punished / the Oklahoma City bombing happened and we did the research to find the evidence, we did not blow up Montana and Idaho / thousands of Afghans suffered from the U.S. attack and to this date, Osama Bin Laden has never been found / even more disturbing is the 2005 documentary *Loose Change* (directed by Dylan Avery) which raises a huge number of questions regarding the actual events of Sept, 11, 2001 / among many other things there are numerous interviews with NYC fireman talking about multiple explosions within the twin towers / the towers fell exactly as one would expect if the techniques of "controlled demolition" had been used / there are numerous videos of each of the towers falling showing flashes and explosions detonating just before the leading edge of the collapsing building / the building that was hit second, fell first / burning jet fuel (kerosene) is not hot enough to melt the steel used in constructing the twin towers / the entry wound in the Pentagon was a near perfect circle - there was no damage from where the wings of an airliner and the vertical stabilizer would of hit / there were no airliner parts laying around at the pentagon crash scene unlike every other airline disaster that has ever been photographed / so many strange situations demand a far closer look into what really happened on that day and exactly who may have been behind it

Sin

Sin is regarded in Judaism and Christianity as the deliberate and purposeful violation of the will of God / the concept of sin has been present in many cultures throughout history / it's usually equated with an individual's failure to live up to external standards

of conduct or it's the violation of taboos, laws or moral codes / some ancient societies also had concepts of collective sin (original sin) affecting all human beings and dating from a mythical "fall of man" out of a state of blissful innocence / the Catholic tradition contains the deadly sins of pride, covetousness, lust, anger, gluttony, envy, and sloth / indulging in these is said to be fatal to spiritual progress / in ancient Greek thought, sin was looked upon as a failure on the part of a person to achieve his true self-expression and to preserve his due relation to the rest of the universe / "sin" is also an archery term meaning "missing the mark" / these latter two meanings are far more positive and promote positive changes from within instead of instilling immobilizing guilt

Slavery

Slavery is the practice of using unpaid labor to get the work done / it was popular with most major civilizations including Egypt, Greece, Rome and America / there was domestic slavery (work done for household functions) and productive slavery (work done to create marketable products) / slavery rarely happened in hunter-gatherer settings – it came with civilization and differentiated classes of people / slaves were considered property and they were the object of prejudice and dehumanization / it justifies the act in people's mind if slaves are not considered "real people" / it feels OK to be mean if you carry enough hatred and/or contempt / slavery was brought into the New World to help exploit the new found wealth for colonial powers / slavery became an institution in the southern colonies and the incredibly cruel trade continued for hundreds of years / the transported Africans endured unspeakable horrors / the Civil War was fought, in large part, over the institution of slavery and the extreme economic advantage of not having to pay your workers / while slaves were emancipated after the war and the 14th Amendment of the Constitution reasserted their rights as human beings, it has been an extremely difficult road for African Americans / ingrained prejudices and hatred combined with guilt and ignorance made bigotry extremely persistent / slavery was built on the belief by some people that they had the "right" to rule over others / modern consciousness knows this is untrue, but the ignorance still lingers in some parts of the world where slavery still exists

Smedley D. Butler

General Smedley D. Butler was one of the most decorated Marines in history earning two Congressional Medals of Honor / he served from 1898 to 1931 in a wide variety of U.S. military campaigns and died on June 21, 1940 / Theodore Roosevelt called him, "the finest fighting man in the armed forces" / Senator Lundeen said, "his courage and patriotism cannot be questioned...if there ever was a patriot and a noble courageous warrior, it was General Smedley D. Butler. A man who was unafraid in the presence of kings and presidents, and who dared to speak his mind at all times." / Butler was a true "straight-shooter" being honest, incorruptible and standing on his firm convictions / he loved his country beyond measure / in 1934, Butler exposed a Wall Street plot to enlist veterans to help topple the U.S. Government / eventually he became a popular speaker in the populist and anti-war movement of his day / in 1935, Butler authored a book called, *War is a Racket* / in it, Butler quotes himself from an article he wrote called, "America's Armed Forces", published in the November 1935 issue of *Common Sense* magazine / in it, he wrote, "I spent 33 years and 4 months in active service as a member of our country's most agile military force – the Marine Corps. I served in all commissioned ranks from second lieutenant to major general. And during that period I spent most of my time being a high-class muscleman for Big Business, for Wall Street and for the Bankers. In short, I was a racketeer for capitalism. I suspected I was just a part of a racket all the time. Now I am sure of it.

Like all members of the military profession, I never had an original thought until I left the service.” / this book served as the basis for his popularity as a speaker / he felt that there should be laws restricting the military to defense functions only / he denounced war on moral grounds after having been a warrior hero and spending most of his life as a military insider / his theme was vigorously patriotic and nationalistic, decrying imperialism as a disgrace rooted in the greed of a privileged few / further in this same 1935 *Common Sense* article Butler says, “I helped make Mexico and especially Tampico safe for American oil interests in 1914, I helped make Haiti and Cuba a decent place for the National City bank boys to collect revenue in. I helped in the raping of a half a dozen Central American republics for the benefit of Wall Street. The record of racketeering is long. I helped purify Nicaragua for the international banking house of Brown Brothers in 1909-19. I brought light to the Dominican Republic for American sugar interests in 1916. I help make Honduras right for American fruit companies in 1903. In China, in 1927 I helped see to it that Standard Oil went its way unmolested... Looking back on it, I feel I might have given Al Capone a few hints. The best he could do was to operate his racket in three city districts. We Marines operated on three continents.” / from *War is a Racket*, Butler said, “war and imperialism were functions of capitalist greed: newly acquired territory promptly is exploited by the few – the same few who wrung dollars out of the blood of war” / he encouraged an assault upon capitalist warmongers and their political allies / Butler’s speeches were characterized by colorful language condemning “war dogs” and war as “a mean, cruel, yes filthy racket” / as he said in his book, “A racket is best described, I believe, as something that is not what it seems to the majority of people. Only a small “inside” group knows what it is about. It is conducted for the benefit of the very few at the expense of the very many. Out of war a few people make huge fortunes” / Smedley D. Butler is a true hero who did his country’s fighting, maintained his integrity and stayed true to his honor / most importantly, he challenged his own assumptions, saw what was really going on in his great country and dared to tell the truth – a truth that unfortunately rings as true today as the day he wrote it

Socialism & Communism

In 1848, Karl Marx and Friedrich Engels wrote the *Communist Manifesto* / they used the term “communism” to refer to the final stage of socialism when all “class differences” disappear and people live in harmony / “class differences” dissolve when wealth has been equally distributed among all people / the authors saw history as clashes between groups of people based on economic systems and the ownership of property / they saw a sequence of governmental systems – feudalism gives way to capitalism, which gives way to socialism which eventually results in full communism / in a feudal system, a monarch owns everything and the subjects own nothing – in capitalism, the wealthy in society privately own the means of production – in socialism, there is collective or public ownership of the means of production / feudal systems encourage revolts because a few people live in total opulence, while the vast majority live in squalor / when the people have nothing, they have nothing to lose by revolting / capitalism is a way of spreading the wealth among more people by having a system of private property / this gives a much wider franchise of “stakeholders” in the system through this larger number of wealthy private owners / if people employed by the owners of society are paid enough, a middle class can emerge and that society becomes even more stable / stability is determined by the actual distribution of wealth in a society – the more the wealth is spread around, the more people there are who have a stake in maintaining stability / Karl Marx and Friedrich Engels said that class struggle in the capitalist system was between the “bourgeoisie” or capitalist

employers and the “proletariat” or workers / in their view, this struggle would end in a social revolution and the attainment of full communism / communism has come to mean an economic system of collective ownership of the means of production, central economic planning and rule by a single political party / communism has been mostly associated with Vladimir Lenin (Bolshevik revolution leader in 1917 and the first head of the Soviet state) and Mao Zedong (led China’s communist revolution in 1931 and was chairman of the People’s Republic of China from 1949-59) / both of these leaders were taking their countries from feudalism directly to communism without passing through capitalism first / both of these leaders had different views on implementing their interpretation of communism, but they shared some of the same results / first off, millions of people died through violence or starvation / secondly, forcing people to work in state-owned industries under centrally planned economies does not encourage entrepreneurship or creativity / people seem to work much harder when they have some freedom and some stake in their own fate / because communism is all about sharing wealth and not accumulating wealth in the hands of a few – it has been portrayed as the mortal enemy of America / communist countries were pitched as absolute evil and something that had to be defeated at all costs / witch hunts took place in America especially by Senator Joe McCarthy who had a black list to ruin individuals holding the “wrong” political viewpoints / communism became the “boogie man” of the post WWII American society and nearly every foreign policy action was justified in the name of “fighting communism” / but like any popular idea, the concept of communism does have beneficial aspects / for example, the idea of “the commons” is that there are certain areas that should be set aside for the benefit of everyone in society like national forests, city parks or public waterways / basic human needs like electricity and water are best supplied by well-run public utilities that operate for the strict benefit of citizens / tax revenue should lead the investments in public mass transit projects and other forward thinking systems that exist to advance the public good / public schools could be a major lever of positive social change if they are operated and funded appropriately / finally, systems vital to the functioning of our democracy, like our voting systems, should be owned and operated by the state to ensure functionality and impartiality / capitalism and private property does seem to stimulate innovations and advancements - people get excited to follow their dreams when they have some chance of making them come true / but completely unfettered capitalism presents a whole other set of issues and challenges / over time – people tend to use any means to accumulate increased wealth and corruption often results / aggressive wealthy people can use their largess to influence governments to act in ways that further increase their wealth / unchecked, all wealth soon becomes accumulated in the hands of a very few / these people can alter normal trends and actions that would have happened without their influence / for example, America would likely be far further along in using renewable energy sources in 2005 were it not for the political clout of “big oil” adjusting the national agenda in the 1980’s and 90’s / the proper operation of the “free market” depends on customers, workers and citizens getting perfect information / when the doctrinal systems are all owned by wealthy private interests – media content is tailored to serve the needs of those interests, not the education of the public / the ideal governmental system is most likely a balance - not total communism, not total capitalism but somewhere between / it seems anytime you have a system in extreme, like total communism or total “free market” capitalism, a few people do very well and the masses suffer greatly / finally, any governmental system is only as good as the leaders making the decisions and whether they are working for the good of the people or for their own personal gain / that is where the real difference lies in the ultimate outcome of any system of

	government
Solid	Nothing in the world is really solid / look at the surface of a rock / go closer to the surface and you eventually get to crystals / go smaller still and you get to molecules / smaller still and you get to atoms / smaller still and you get to sub-atomic particles / smaller still and you get to “super strings” of energy / there is nothing “solid” to get to / everything is ultimately made of energy taking on different forms and patterns / there is nothing in existence that is really “solid” / the strength of the electromagnetic bonds between the atoms creates the characteristic of “hardness”
Sources	The most important question to ask about expressed knowledge is “how do you know?” / what is the source of the knowledge / how did the person telling you the knowledge come to know / it is good to develop trust for teachers that prove to be integrity-based / it’s also good to maintain a healthy skepticism and check things out for yourself / if something seems too fantastic to be true, look it up / many news stories are based on “official sources” which is another way of saying “in the opinion of the government” / numerous “official sources” stories have proven to be complete lies / like the official sources that said there were weapons of mass destruction in Iraq - that said we were winning in Vietnam - that said radiation could not harm soldiers and on and on / when you know the source, it helps you make a judgment as to the validity of the information / knowing the source identifies the point of view of the information / people in power attempt to discredit people and sources of information that they consider harmful to their causes - smear campaigns and character assassination are common techniques / the one slinging the mud always wins and places the other person on the defensive / learn to discern opinions from facts and listen to both sides of issues to make up your own mind / identify your own sources of information and challenge your own assumptions
Sovereignty	Sovereignty is absolute power over an area and its inhabitants / monarchs have sovereign power over their kingdoms - they are the law / they alone decide what happens in the government and to the people / in democratic governments, sovereignty theoretically resides in the people / the people are supposed to be the sovereign power in America – but this happens only if the people make it happen
Space Program	On July 20 th 1969, Neil Armstrong became the first man to land on the moon - it was a thrilling achievement for all Americans / but, unfortunately, the heart of the space program that took him there was something far less than “all American” / America’s space program grew from the secret extraction of Nazi scientists from Germany after WWII / the genius of rocketry and maker of the first successful ballistic missiles (the V-1 & V-2 rockets) was Dr. Wernher Von Braun / through operation “Paperclip”, Dr. Von Braun, and around 1500 other scientists and support staff, were brought back to the U.S. under great secrecy to continue their work / the Mercury and Apollo programs were highly visible products of the follow on work of these scientists / the downside of this is the fact that Dr. Von Braun and the others had their factory adjacent to the concentration camp which supplied the labor / deep in the Hertz mountains, rockets that were attacking our main ally were being built by tortured and abused prisoners of a concentration camp / one would think that association and/or participation in this horror would get you punished - especially if you were a management type participating directly in it / but because these people had important scientific skills that would move our post-war weapons technology development faster, all moral judgments were forgotten and they were slipped into the U.S. / they were given positions of importance and lives of respect in the American scientific

community / one has to ask, wouldn't these people have provided their services forcibly? / did they have to be brought in with such tacit approval of their wartime activities? / the Apollo moon shot was a marvelous moment of conquest for mankind and a true demonstration of teamwork and national goal setting / but behind the scenes lay a lesson in morality that must be weighed by each new generation / at what point does the usefulness of someone's knowledge absolve them of their responsibility in the horrible mistreatment and death of others? / finally, bringing these Nazi scientists to initiate and staff the U.S. space program has had a certain cost / those scientists were working in support of the concept of a "master race" ruling the world / it's difficult to read the current U.S. Space Command's slogan "Masters of Space" without thinking about those scientists and their ideology / one race ruling the world is a concept that should have died a long time ago but, unfortunately, it seems to be continuing on at the heart of the current space program and star wars missile defense program

Star Wars

In the 1950s, when nuclear ballistic missiles were just being developed, there was the wishful concept of an "anti-missile shield" / during the cold war, Russia and the U.S. both developed thousands of nuclear warheads and were locked in a dance of "mutually assured destruction" / neither side would dare a "first strike" because the other side's retaliation would destroy them too / on May 26, 1972, Richard Nixon and Leonid Brezhnev signed the Anti-Ballistic Missile (ABM) Treaty to formalize the "mutually assured destruction" scenario / the treaty said that neither side could build a missile defense system that protected their homeland / in the 1980's, Ronald Reagan's administration revitalized the idea of a missile defense shield which grew into the Strategic Defense Initiative (SDI) also known as "star wars" / the system was abandoned due to the lack of technology, extreme costs and the reduced threat of missile attack after the Cold War was ended / George W. Bush and his administration came out in 2001 talking about a new National Missile Defense system designed to protect the U.S. from small scale "rogue nation" missile attack or an accidental launch from an aging Russian missile facility / in May 2001, Bush referred to the theory of "mutually assured destruction" as a "relic" of the cold war and started hinting about the upcoming need to break with the ABM treaty / in December of 2000, Donald Rumsfeld was chairman of a congressional committee that studied military issues in outer space / when he became George W. Bush's Secretary of Defense, he was already set to move on using outer space as a part of the U.S. arms strategy / the commission's report concluded that the U.S. had become an attractive candidate for a Pearl Harbor-type surprise attack against U.S. commercial and military satellites – it called for an overhaul of the Pentagon's space programs – and it called for a great "power projection" from space which many interpreted as offensive weapons / Rumsfeld was also Reagan's Secretary of Defense, so he has been a proponent of missile defense and space-based weapons for over 25 years / on June 16th, 2001, Russian President Vladimir Putin expressed serious concerns about Bush pursuing a missile defense system / he called the 1972 ABM Treaty "the cornerstone of the modern architecture of international security" / the idea of a missile defense system is to be able to destroy one missile with another missile - like hitting a bullet with a bullet / if you think about it, the only possible advantage of a missile defense system is to give the U.S. a "first strike" capability against a nuclear-armed country / if the U.S. Government were genuinely interested in maintaining peace, the current situation works fine / if you want to be able to apply pressure, threaten or attack any other nuclear-armed country with impunity – you need to be able to knock their missiles out of the sky if they try to shoot back / what kind of lunatic would ever launch a first

strike missile attack against the U.S. - (which is why we supposedly must build this system) / it would be instant suicide for their entire country / "star wars" is about U.S. world power projection, not U.S. homeland protection / the initial system will consist of an early warning system, ground-based radar, satellites to carry data and interceptor missiles / there was strong interest to get a limited system up and running by 2004, but there have been big problems / NATO was against deployment - the ABM Treaty would have to be scrapped - the tests, so far, have not been very successful - it has the potential to start a new arms race and most of the world is against it / the 9-11 attacks were perpetrated with careful planning, box cutters, suicide pilots and hijacked aircraft - obviously, a missile defense system is NOT going to protect Americans from this, the most likely type of attacks (low tech) / the prime benefactors of spending huge amounts of money on "star wars" research and development are the missile defense contractors like Boeing, TRW, Lockheed Martin, Hughes, Rand, Raytheon and others / space is already a prime component of modern U.S. warfare / the issue of SpaceNews from April 7, 2003 contained an illustration called "Space Systems at War" / in it, they describe GPS satellites to provide navigation info - military and commercial imaging satellites to provide battle photos and targeting information - commercial and military communications satellites - missile launch warning satellites - unmanned aerial vehicles (UAV) for intelligence gathering and weapons launch - guided munitions using GPS targeting - cruise missiles using GPS targeting - transportable ground stations to receive info from satellites - satellite telephones to enhance battlefield communications and Naval forces for communications, transportation and weapons deployment / this stuff is already here and working and the intent is to add "missile killing" missiles, space-based lasers, anti-satellite weapons and other components / the obvious goal of all of this is to hold the ultimate high ground by "owning" outer space / surveillance, targeting and attacks can all be made from space in the future enabling the us to better control the activity on the surface of the planet / the U.S. Space Command in Colorado has the slogan "Masters of Space" which says it all / if you are the master of space, then you are necessarily the master of the earth below / but is it right and proper to spend hundreds of billions of tax payer dollars to further enrich the wealthiest among us and develop the tools for world domination by the U.S. Government, military and military industrial contractors? / to add insult to injury, many experts agree that waging a battle in space, where satellites and missiles are blown to bits, will leave us entombed on the surface / there will be millions of pieces of "space junk" flying around the earth at 18,000 mph presenting a barrier to further space exploration / finally, the military plans for the "weaponization" of space means using nuclear power plants to generate the immense amounts of energy these proposed weapons will require / as if we did not have enough of a nuclear waste problem on the surface, now we are going to be putting nuclear power plants out into space using plutonium - the most toxic substance known to man / what goes up must come down and spacecraft have a "less than perfect" record of not blowing up in the earth's atmosphere / admittedly, military industrial contractors and well-heeled politicians and investors have lots to gain from huge public spending on star wars type projects, but the entire human race has a lot to lose / clearly there are better ways to utilize the brilliance of our scientists and the resources of this country / we could actually work to give real physical security to the homeland and rapidly move away from oil as the basis of our entire economy / those are investments that would benefit the whole public, not just high tech shareholders and owners / star wars is about rich boys, expensive toys and ruling the planet through force for personal gain / just look at who benefits and who suffers in the "star wars" scenario and the true underlying story becomes crystal clear

	/ think about Darth Vader, his Death Stars and his desire to rule the universe
Stars	<p>Stars are thermonuclear reactors that convert hydrogen into helium in a process called fusion / this process gives off tremendous energy that causes stars to emit visible light and other radiation / our sun is a star / there are 400 billion stars in the Milky Way / there are 100 billion other galaxies in the universe with about 100 billion stars in each / to put this in perspective, you can hold about 10,000 grains of sand in the palm of your hand - there are more stars in the universe than there are grains of sand on all the beaches of planet earth / specifically, our sun is a middle-aged dwarf yellow star / there are other types of stars / some stars fizzle out after billions of years and others are unstable and create a gargantuan explosion called a supernova / hydrogen is converted into all of the other naturally occurring chemical elements on the inside of stars - there is nowhere else in the universe with the necessary heat and pressure to make this happen / when stars supernova, these elements are released into space / everything we know, including everything on the planet and ourselves, is made up of chemical elements and the <u>only</u> source of these elements is the stars / so, as Carl Sagan used to say, we humans are literally star stuff that has become aware of ourselves as such / the stars are the ultimate source of all the building blocks of life and of all the energy that sustains life - they are, literally and figuratively, the “stars” of the universe</p>
Sun	<p>Aside from planet earth, the sun is our most precious heavenly body / it provides all of our energy, all of our food (photosynthesis), all of our weather and all of our ocean currents / our sun is 4.6 billion-years-old; it's middle-aged and it's classified as a yellow dwarf star / even as a “dwarf” star, over a million earths would fit comfortably inside it / like all stars, our sun is a thermonuclear reactor converting hydrogen into helium, releasing immense energy / the sun is currently made up of 70% hydrogen, 28% helium and 2% heavier elements / the sun is not solid, but a sphere of superheated gases in an electrified liquid state called “plasma” / the interior of the sun is so dense it takes photons (units of light) hundreds of thousand of years to ricochet their way to the “surface” / this visible “surface” is called the photosphere and averages 5,700 degrees Celvin / above this is a 1500-mile thick layer of plasma called the chromosphere, averaging 10,000 degrees Kelvin / above this is the corona where temperatures can exceed 2 million degrees Kelvin / the distance to the sun averages 93 million miles and it takes 8 minutes for light to make the journey / the sun rotates roughly once every 26 days at its equator, faster inside and slower at its poles / these rotational variations appear to be the source of the sun's main magnetic field / solar events like sunspots, flares and coronal mass ejections (CMEs) of charged particles can have dramatic effects on earth which is well within the sun's atmosphere</p>
Taxes	<p>Death and taxes are said to be the only to things you can be sure of in life / but living in America is a privilege worth paying for / as former Supreme Court Justice Oliver Wendell Holmes, Jr. said, “Taxes are what we pay for civilized society” / logically, people who are wealthy and corporations with large earnings will pay more in taxes / after all, they generate their wealth from the American economy and from American Government spending / if you like that part of civilized society - then you have to pay for the other part of civilized society called “the public good” / most wealthy people do pay their share of taxes / unfortunately, increasing numbers of other wealthy people and corporations are working hard to pay less or none of their taxes / this is done legally through tax avoidance, illegally through tax evasion or some mixture of the two through tax “avoision” / since 1988, IRS audit rates are up for the poor from</p>

1.03% to 1.36% of returns / audit rates are down 90% for the most affluent from 11.4% to 1.15% / corporations and wealthy people have the best talent to reduce or avoid taxes through loophole exploitation, off-shore accounts, transfer pricing, tax shelters and “creative” accounting practices / in 1995, of the largest corporations with assets of \$250 million or more, 1,279 out of 7,537 or 17% reported no net income and paid no taxes / corporations based offshore are allowed to earn money in the U.S. yet report the income in Bermuda or a similar place to avoid taxes / the corporate portion of the overall tax burden has been steadily dropping / in 1956, corporations paid 28% of the total federal tax collected / in 2001, that number was down to 10% / progressive tax systems charge more taxes to those more able to pay and living further above the “decent living” line / regressive taxes charge more of the tax burden to those least able to pay and living at or below a “decent living” line / The Internal Revenue Act of 1862 imposed a 3% tax on any annual income over \$800 / The 16th Amendment to the Constitution was adopted in 1913 and said, “The Congress shall have the power to lay and collect taxes on incomes, from whatever source derived, without apportionment among the several States, and without regard to any census or enumeration.” / the original tax code was 18 pages long – now it is well over 17,000 pages long (talk about taxing!)

Terrorism

Terrorism is defined as “The calculated use of violence or threat of violence against civilians to obtain goals that are political or religious or ideological in nature; this is done through intimidation, coercion or instilling fear” (www.lookwayup.com) / the main problem with using this definition is that many historical acts of the U.S. towards other countries and groups could only be defined as terrorism / for example, look at the definition for “soft targets” in Army manuals – those are hospitals, schools, food cooperatives and the like / not to mention that inflicting terror is at the very heart of weapons like cluster bombs, agent orange, atomic bombs, napalm and anti-personnel land mines / “state-sponsored terror” is when powerful countries support or engage in terrorist-like activities against specific people or groups / for example, Nicaragua in the 1980’s was a battleground between Nicaraguan troops and U.S. supported contras / the contras were hired mercenaries who specialized in using violence to instill fear in the civilian population to break their will to resist western domination / in 1986, the World Court passed a resolution calling for the U.S. to cease the “unlawful use of force” (international terrorism) against Nicaragua - the U.S. simply dismissed the charges and escalated the attacks / Nicaragua then went to the United Nations where the Security Council issued a resolution calling for all states (implying the United States) to follow international law – the U.S. vetoed the resolution / in another case, in the 1990’s, the U.S. instituted an embargo in Iraq that lasted over ten years / during this time, over 500,000 children died from the lack of basic necessities - that is a form of extreme terror on those children and their parents and it goes a long way in inspiring independent terrorist retaliation / as a final example, the U.S. waged war for 20 years in Vietnam ultimately killing 3.4 million Vietnamese people (mostly women and children) in many horrible ways / how could this be called anything else but international terrorism? (read the definition again) / the body count between state-sponsored terrorism (when powerful countries engage in it) and independent terrorism (when independent groups engage in it) is incredibly skewed - it’s millions to one / all terrorism is wrong and the U.S. needs to “get real” about its own history before it can reasonably teach the world anything about fighting terrorism / terrorism is not just attacks on the US, but attacks on innocent people everywhere who get caught up in the political ends of nations and rogue groups alike / the U.S. needs to take the plank out of its own eye before it tries to remove the splinter out of the

eyes of the world / as far as our *War on Terrorism* goes, it is literally impossible to have “war on terrorism” because terrorism is a tactic of war and you can’t wage war on a tactic / but, if you are the world’s most powerful country and you really want to stop the incidences of terrorism, then do two things - first, never engage in the tactic yourself, and second, wage an all out war on the conditions that encourage others to use the tactic against you / wage a war on poverty, starvation, injustice, prejudice and inequality in the world and watch terrorism fade into history / terrorism is traditionally thought of as a tool of the weak against the strong, which it is, but unfortunately, this tactic works quite well in both directions

The Ends
Justifies the
Means

“The ends justifies the means” is a concept where a result is believed to be so beneficial that it overshadows the bad things that must be done to achieve it / for example, imagine you lied to your spouse in order to pull off a surprise birthday party – most people would agree that the “ends justified the means” in this case / but it’s a slippery slope because something known to be “wrong” is done to achieve something “good” / the level of “wrongness” and the level of “goodness” are matters of judgment / people in power often use “the ends justifies the means” to make their actions OK in their own minds - the war in Iraq is a perfect example / the administration perceived that the benefits of controlling Iraq’s oil supply (the ends) justified the means of lying to the American people and sending the U.S. military into battle under false pretenses / some people agree with this thinking and others do not / take a close look at who benefits from these “ends” and who pays the cost of the “means” / in this case, the ends are the huge reconstruction contracts, military contracts and oil contracts that will greatly benefit the corporations involved and their investors / on the other hand, the costs are being paid by the U.S. taxpayer, the dead and injured American soldiers and the thousands of dead and maimed Iraqi civilians / believing “the ends justifies the means” has a lot to do with whether you are reaping the benefits of the actions or paying the costs / only one thing’s for sure, when powerful people really believe the “ends justifies the means” there’s no “end” to how “mean” they will get to get what they want

The Prince

The Prince by Niccolo Machiavelli was first printed in 1532 (20 years after he wrote it) / this book serves as a basic guide book for power politics devoid of morality / it puts forth such concepts as power is not the main thing, it’s the only thing – keep your friends close and your enemies closer – use plausible deniability - the ends justifies the means and others / this is mandatory reading to understand the playbook and mentality of amoral leaders and powerful people everywhere

Torture

Torture is inflicted physical and/or psychological pain on others for punishment or to extract information / the three main things wrong with torture are that 1) it’s barbaric 2) it doesn’t really work to get good information and 3) it encourages opposing forces to hurt your captured people / the Spanish Inquisition displayed the incredible cruelty people can inflict on other people who do not believe the same as those in power / during the “War on Terror”, the U.S. has resorted to using torture on suspects held in Abu Garib and Guantanamo Bay, Cuba and likely on prisoners around the world / this practice is doing far more damage to U.S. security than helping it / there has been no meaningful information extracted, and the U.S. image in the world as a purveyor of justice and fair play has been shattered / the U.S. does not need more reasons for the world to hate our actions - all techniques of torture should be left in the past where they belong

Tough Love	<p>“Tough love” has two distinct meanings / sometimes you must be tough in order to be loving / for example, when you love your teenagers, you set boundaries which is “tough” to do and seems “tough” to them / the other meaning of “tough love” is when powerful people use their advantages to enrich only themselves / as I once heard someone say, this is “love” for themselves and “tough” for everyone else</p>
Trickle down vs. Trickle up	<p>“Trickle down” is an economic theory that says if you heap benefit on the wealthiest in society, some of that wealth will trickle down to the rest of the people / the huge imbalance in the earnings of Americans and the steady increase of poverty in the U.S. has proved differently / trickle down is still firmly supported by the U.S. Government / logic would dictate that the better society is built from the ground up by a “trickle up” methodology / give those in need the opportunity for education, business loans, training and apprenticeships and many will work hard to make it, taking others along with them / when people at the bottom have the opportunity to work with passion and change their lives for the better – a strong work ethic is supported / when the business class is continuously showered with every advantage, there is a tendency for people to get lazy at the top, which tends to stifle the market distribution of wealth / the separation of rich and poor in the U.S. is steadily increasing and people born into wealth are not as motivated to keep working hard and innovating / they tend to want to keep things the same and “milk the situation” / trickle down is a theory promoted by those who benefit the most from it (what a surprise!) / but, in actuality, it’s building the roof before building the foundation in society / trickle down theorists say that, “all boats rise in an incoming tide” / what they fail to mention is that you first must have a boat for the rising tide to do you any good – otherwise you drown</p>
Trigger Mechanisms	<p>A trigger mechanism is something that sets something else into motion / a nuclear bomb has a smaller bomb that explodes to initiate the devastating atomic blast / a small hole in a earthen dam could be a trigger mechanism for complete dam failure / firing a key employee could trigger a rapid decline in the quality of a company’s product or service / the discovery of a rat in the bottle of a world famous beverage can trigger a huge decline in sales and stock values / a horrible event like the 9-11 attack can trigger a sharp rise in gold prices / pushing someone’s psychological “buttons” can trigger them to lose their temper and lash back at you / not tying your shoe lace can trigger you to kiss the ground / learn to recognize the trigger mechanisms in yourself, in others and in the world around you / trigger mechanisms can be glaring and have world wide implications (global warming) or they can be deeply personal and affect mostly you and those around you / when you learn to see triggers and their associated results, you can evaluate situations better and make smarter choices</p>
United Nations	<p>No matter what you think of the United Nations, it can only be effective at precipitating positive change if the U.S. works with its efforts / there are a number of beneficial conventions that have been proposed that the U.S. has either not signed or not ratified / the <i>Rome Statute of the International Criminal Court</i> was adopted on July 17, 1998 and the U.S. signed it on December 31, 2000 – however, on May 6, 2002 the U.S. notified the UN that it did not intend to be a party to this treaty and the U.S. has never ratified the treaty / the <i>Convention on the Rights of the Child</i> was adopted by the UN on November 20, 1989 and the U.S. signed it on February 16, 1995 – it has not been ratified by the U.S. / the <i>Convention on Elimination of All Forms of Discrimination Against Women</i> was adopted by the UN on December 18, 1979 and signed by the U.S. on July 17, 1980 - it has not been ratified by the U.S. / the <i>Kyoto Protocol</i>, which is</p>

US Foreign
Policy

designed to address global warming issues, was signed by the U.S. on December 11, 1998 – it has not been ratified by the us even though the U.S. is one of the largest producers of greenhouse gases / as the world’s most powerful country, we set the tone for conduct in the world with our responses to these and other UN measures (check out www.un.org and investigate the role and actions of the United Nations for yourself)

US Foreign Policy is how we, as a country, conduct ourselves toward the rest of the world / since 1947, the National Security Council and the CIA have been the primary instruments of U.S. Foreign Policy / there are two histories of our actions abroad – the one presented by mainstream media and the one told by released internal documentation and retired insiders / the rest of the world is well aware of our historical actions abroad – it’s time for the American public to catch up / U.S. Foreign Policy has, for more than fifty years, been focused on PREVENTING 3rd World countries from achieving their successful independence from colonial rule / the policy has been to identify troublesome leaders who are helping their own people and replace them with brutal dictators / it’s about preserving control over strategic and/or natural resources that exist in particular countries / the idea is to prevent these populations from benefiting from their own resources and keep U.S. corporations in charge / the CIA operates in secret to execute national security planning and directives / they operate above the law and without the scrutiny of American tax payers / their highly-documented techniques include overthrowing constitutional democracies, organizing secret armies, hiring counterfeit mobs, bribing officials, performing assassinations, utilizing torture, training death squads, sabotage and inflicting terror on populations / in 1953, Iran’s elected leader, Mohammad Mosaddeq, was nationalizing the oil industry / the CIA, led by Kermit Roosevelt (Teddy’s grandson), masterminded a coup to overthrow him and reinstate the brutal Shah of Iran (Mohammed Riza Pahlavi) / U.S. oil interests and weapons manufacturers benefited greatly – the Iranians suffered immensely / 1954 Guatemala leader Jacobo Arbenz was implementing land reform which negatively affected the United Fruit Company / the CIA ousted the popular leader and set the stage for thirty years of brutal dictators / 1954 Vietnam leader, Ho Chi Minh is popular and leading his country to independence / a CIA “secret war” begins here eventually drawing the U.S. into two decades of attacking / 3.4 million Vietnamese are killed and over 58,000 Americans die / weapons manufacturers benefit greatly even though the U.S. “loses” this war / Fidel Castro leads his people to independence and nationalizes Cuba’s oil industry / CIA directs a failed 1961 Cuban invasion and continues assassination attempts and terrorist operations in Cuba over the next decade / this same theme is repeated in Korea (1960-61), Laos (1960), Zaire (1960), Dominican Republic (1963), Bolivia (1964-71), Brazil (1964), Indonesia (1965), Ghana (1966), Greece (1967), Cambodia (1970), Chile (1973) and many others / in 1979, the people of Nicaragua rose up against the U.S. backed dictator Anastasio Somoza / in response, the CIA organized a mercenary army (the Contras) and tasked them with low-intensity warfare / the target was the people and the object was to terrorize and traumatize them to forget about independence / thousands of men women and children were killed and tortured in Nicaragua and El Salvador and the infrastructure and economies destroyed / U.S. Foreign Policy had us invade Panama, likely killing thousands, to extract Manuel Noriega who was involved with drug trafficking for decades before the U.S. had a problem with it / we trained Osama Bin Laden and thousands of similar killers in Afghanistan in the 1980’s / we supported General Suharto when he took over Indonesia in 1965 resulting in hundreds of thousands of dead civilians / we

supported him again when he invaded East Timor in 1975 which has resulted in the death of a third of that country's population / U.S. Foreign Policy, under the guise of "national security" has worked under the cloak of secrecy to enrich a small group of people at the expense of everyone else / it is estimated that over 6 million people of color living in 3rd World countries have died in this unspoken war that has raged for over forty years / the U.S. is far less secure as a result and we live in a perpetual state of induced fear to keep people from thinking clearly about all of this / the National Security Council has pitched enemy after enemy throughout its history / but, in fact, none of the countries that we have attacked ever posed a significant threat to U.S. security and U.S. citizens / they posed a threat to U.S. business interests (pitched as our "national interests") and that is what triggered all of these actions / U.S. Foreign Policy has been to attack other countries, like no other world power in history, while using control over the mainstream media to keep U.S. citizens in the dark about all of it / it's no wonder people were dismayed when Dr. Martin Luther King, Jr. said that the greatest purveyor of violence in the world today was his own government / it was absolutely true but wholly shocking to the uninitiated / the future of the human species depends on the U.S. population taking control of the U.S. Government and transforming U.S. Foreign Policy / secret wars and secret warriors have led us down a very dark street where we are alone in this world with nothing but defeated enemies and wary "friends" / this is not how the security of this country is enhanced / this will only happen when our values as a country are actually adhered to in our dealings with others in the world / we, as a people, have a lot to do in making up to the world for allowing our military might to be hijacked / the media has proven their complicity by keeping the truth from Americans and making us look stupid / it's time for every American citizen to get really smart about all of this history and finally get these lessons out of our past actions

USA PATRIOT Act

After 9-11, there was rampant shock and fear throughout the U.S. / we are unaccustomed to being attacked on our national territory / to complicate matters, in early October, anthrax-laced letters were sent to a few places including the offices of Senator Tom Daschle and Senator Patrick Leahy / congress and the country were almost immobilized with fear and confusion / things really got weird when it was determined that the anthrax was weapons-grade, aerosolized, "Ames" strain anthrax originating from a U.S. Army laboratory, but back to our story / amidst all of this congressional confusion and terrorist-induced fear, a lengthy, broad reaching and constitutionally adapting USA PATRIOT Act is quickly being pushed on Congress / the Senate bill (S.1510) was called the **United in Strengthening America** act (USA) and the House bill (H.R.2975) was called the **Providing Appropriate Tools Required to Intercept and Obstruct Terrorism** act (PATRIOT) / when the bills were joined together, they conveniently spelled out USA PATRIOT Act – a name obviously designed to make anyone resisting the adoption of the act seem unpatriotic / the smart propagandist uses the symbols "USA" and "Patriot" to drive emotional ties surrounding serving one's country, especially in a time of war / everything about the introduction and adoption of this bill was done to PREVENT congressional or public debate on its contents / according to Representative Robert Barr (R) Georgia, a request was sent with the bill to not hold hearings / the Senate passed the USA act on October 11, 2001 and the house approves the Patriot Act on the morning of October 12, 2001 / prior to this vote, the House Judiciary Committee had taken the original bill and worked it over into H.R.3108 which was unanimously approved by the 36 member, bi-partisan judicial committee / unfortunately, this bill was not the one that was printed up in the wee hours of October 12, 2001 in preparation for the

11:00 am House vote / a Representative Peter A. DeFazio (D) of Oregon pointed out, "This is still warm. It just came off the Xerox machine. This isn't the bill that was adopted by a unanimous 36 vote Democrats and Republicans of the Judicial Committee. These are critical issues, this is what we are fighting for, these are our civil liberties." / it was virtually impossible for any of the 435 members of congress to have actually read the bill they were voting on / the House and Senate bills were resolved into H.R. 3162 which was approved by a 356-66 vote in the House and a 98-1 vote in the Senate on the same day, October 24, 2001 / the president signed H.R.3162 into law on October 26, 2001 in record time and without one bit of public or congressional debate / Bush said at the ceremony, "This legislation is essential not only to pursuing and punishing terrorists but also preventing more atrocities in the hands of the evil ones" / prior to the USA PATRIOT act being adopted, John Ashcroft was already fast at work "rounding up" illegal immigrants of Middle Eastern decent and tossing them into solitary confinement / this "hold until clear" policy swept up hundreds of people in a "presumed guilty" mode of harshness / none of the people were being charged with any crime and many were being transported to Camp Delta at Guantanamo Bay, Cuba so they were out of the reach of their families or lawyers / when the USA PATRIOT Act was adopted and people finally got a chance to read it, there were complaints / Ashcroft addressed them by announcing, "To those who scare peace-loving people with phantoms of lost liberty, my message is this – your tactics only aid terrorism." / of course, alienating the entire Muslim American community by abducting over 1100 of their members and keeping them in extraordinarily harsh conditions without charges or hope of release certainly did not reduce the likelihood of terrorism / Section 802 of the USA PATRIOT Act creates a federal crime of "domestic terrorism" that can be interpreted very broadly to apply to certain political dissent and activism activities / Section 213 allows federal agents to conduct "sneak and peek" covert searches at your home and/or office without notification afterward – even if they take stuff / it used to be a "knock and announce" standard with receipts issued for taken items and a higher standard for the search in the first place / Section 215 relaxes requirements and expands the realm of the Foreign Intelligence Surveillance act of 1978 to make it easier to access your books, records, papers, documents and other items / Section 216 makes it easier for government attorneys to request pen registers and "track and trace" devices to show telephone and Internet dialing, routing, addressing and signaling info / Section 218 reduces the standard of "probable cause" before allowing wire taps and physical searches / this effectively gives the FBI a green light to spy on domestic "enemies" as once was done before / as Representative James Sensenbrenner (R) Wisconsin put it, "I believe that the Justice Department has gone too far in changing the domestic spying regulations that have been on the books for 25 years." / Section 203 streamlined the ability to share information between federal agencies like the FBI, CIA and INS / while this could be helpful in legitimate investigations, it really helps in investigating political dissident groups as was done in the 1960's and 70s' / the U.S. Constitution and Bill of Rights are the very foundation of this country, and it is critical that we keep these protections firmly in place / after all, there seemed to be plenty of clues that 9-11 was going to happen and what was lacking was effective action / as whistleblower Coleen Rowley said in her testimony before Congress, "we need to streamline the FBI's bureaucracy in order to more effectively combat terrorism." / in other words, there's plenty that could be done to fight terrorism by just employing effective leadership and investigative skills instead of eroding American civil liberties

Voting

If there were ever a government function that should remain in the complete hands of

government, it's receiving and counting the people's votes / making sure that every vote counts is the beating heart of our great democracy / unfortunately, three private companies control the design and software for the machines that collect and count most of American votes / the companies are Diebold Election Systems (formerly Global Election Systems), Electronic Systems and Services (formerly American Information Systems) and Sequoia. Their technicians are the only people who can operate the software and the equipment / some of the voting machines do not even give a receipt, prohibiting the possibility of a recount and eliminating a voter being able to confirm their vote / there were hundreds of problems in the 2004 vote and unfortunately all of the errors mistakenly threw votes to one side - the same side as the people who run the companies / two of the companies are largely run by brothers - Bob Urosevich is president of Diebold and Todd Urosevich is vice-president of ES&S / certain governmental functions should never be privatized, and collecting and counting votes is clearly one of these areas / the trick is that the votes must be anonymous, they must be counted and there must be a way to recount them if needed / in this case, advanced technology has made it easier to "design in" vote tampering methodologies / since the software is kept secret, there is no way to prove this does not happen / the 2004 presidential elections had exit polls which are highly accurate because people just voted and they are proud to say how they just voted / these polls initially showed John Kerry winning by a landslide over George Bush but when the "actual" numbers came in, Bush had won by over 3 million votes / according to a report in May 2004 by the National Election Data Archive Project, the odds against 26 state exit polls predicting the winner incorrectly were 16.5 million to 1 / when something this important to our democracy seems amiss, it must become a national priority to get it fixed / it only happens if people demand it / check out www.blackboxvoting.org and www.votergate.org to research the situation for yourself / the accuracy and effectiveness of our voting process is our democracy so it's worth buying the book, learning the facts, getting involved and getting it fixed

War

Modern humans have existed for over 150,000 years / most of this time has been spent "on the road" as peaceful migrating groups / movement was inspired by the continued pursuit of new food supplies (roots, nuts, fruits, fish, game etc.) / around 15,000 years ago the idea of planting seeds to grow food was conceived / "agriculture" provided the "food surplus" that allowed people to stay in one place and diversify in their activities / the seeds of civilization were sewn / as civilizations grew, some would learn to use war to take what they wanted from others / war is the use of organized violence to conquer, subdue or destroy other people for some desired gain / wars have been fought over food supplies, water supplies, women, strategic locations, religious concepts, natural resources, expansion of territory, acquisition of slaves and other reasons / the tools and methods of war continued to advance / in the old days there were swords, bows, arrows, spears and shields / this gave way to gunpowder and guns, bombs and artillery / in the modern world there are jets, missiles, machineguns, tanks, high explosives and nuclear weapons / most of human "civilized" history has been punctuated by war / European countries have been attacking and killing each other for centuries / the primary route to one's "greatness" in the modern world has been through the killing of others / it reached a peak at the end of WWII with America bombing Japan / 100,000 civilians were burned alive in one night in the firebombing of Tokyo / at least sixty other Japanese cities were similarly bombed and destroyed before two atomic bombs were finally used to obliterate Hiroshima and Nagasaki / this is the most severe, intense and violent taking of human life that has ever been seen / this was warfare at its most extreme where

one side seeks to maximize destruction on the other side / when Russia developed nuclear weapons, the “Cold War” began / nuclear superpowers do not wage war directly on each other because both will be destroyed in the process / however, powerful countries continued to get what they needed from weak 3rd world countries / 3rd world countries pose no threat to superpowers, but they sit on resources / millions of people have died violent, horrible deaths in last forty years from wars fought in these countries / the vast majority of victims were civilian women, children and older men / most people are adverse to waging war because killing is naturally revolting to human beings / it’s violent, sick, hurtful, sad and against everything that is precious in life / that’s why governments seek to shroud modern war in secrecy or dress it up in important sounding reasons and justifications / like Hitler's #2 man, Hermann Goering said on April 18, 1946, "Why of course the people don't want war. Why should some poor slob on a farm want to risk his life in a war when the best he can get out of it is to come back to his farm in one piece? Naturally the common people don't want war: neither in Russia, nor in England, nor for that matter in Germany. That is understood. But, after all, it is the leaders of the country who determine the policy and it is always a simple matter to drag the people along, whether it is a democracy, or a fascist dictatorship, or a parliament, or a communist dictatorship. Voice or no voice, the people can always be brought to the bidding of the leaders. That is easy. All you have to do is tell them they are being attacked, and denounce the peacemakers for lack of patriotism and exposing the country to danger. It works the same in any country." / in the end, modern wars are fought for the same reason war has always been fought – to use violence and killing to increase the wealth of the few with the blood of the many / war is an addiction that must be cured before genuine world peace will ever happen / the first step to curing addiction is admitting there is a problem and fully comprehending the effect of the addiction on others

War-
Victims

In the 20th century, 60 million people were killed in wars / 80% of these victims were civilians, mostly women and children / children pay the highest price because they die young, they are crippled young and they are psychologically wounded for life / women pay a high price because they are killed and raped and they see their children die / the future of the world depends on moving away from war as foreign policy / as the most powerful country on the planet, we either lead on this issue or we are a big part of the problem / there are no weapons “smart” enough to not kill innocent men, women and children / we have to be “smart” and stop waging war

War - Weapons

Weapon are tools for fighting / when people fight “hand to hand”, the comparative skill of each fighter determines the outcome / in these contests, both people typically take a beating / a weapon is a way to “leverage” the skill of a fighter so he/she can be more lethal while suffering fewer personal injuries / weapons also allow a skilled fighter to kill unarmed people faster / the “great conquerors” in history were able to defeat others through military advantage / this advantage was the number of fighters, the skill of fighters, the weapon quality or all of the above / for example, the troops of Genghis Khan were excellent archers on horseback which allowed them to defeat far larger marching armies / weapons have “advanced” from axes, swords, spears, arrows, lances, bows, cross bows and long bows to gunpowder or explosive-based weapons like guns, artillery, missiles and bombs / the “vehicles” of warfare have included walking, horseback, chariots, ships, tanks, airplanes and most recently space craft / weapons of mass destruction are designed for the efficient killing of large numbers of people / atomic bombs, biological agents and chemical agents are examples / many weapons are designed to “terrorize” enemies / whistling

arrowheads, cannons shot horizontally into lines of men, cauldrons of burning oil, poisonous gas, booby traps, land mines, poison tipped arrows, napalm bombs, biological weapons, chemical weapons, incendiary bombs, cluster bombs, atomic bombs / defeating an enemy is largely about defeating their will to fight / some weapons are more “humane” than others / two opposing armies shoot standard guns at each other / after the battle, the winner prevails and the wounded on both sides are treated for injuries / now radioactive bullets are used by one side / long after the battle, the poison continues to kill wounded and healthy troops and their offspring / this weapon has a “lingering kill effect” / the atomic bomb dropped on Hiroshima killed 75,000 people instantly and many thousands more after the initial blast due to radiation poisoning and cancer / atomic weapons have strong lingering kill effect / weapons are the main way human beings wield power / having a gun gives you power because you have an enhanced ability to kill or hurt another / the desire to wield power over others has a consistently predictable outcome - lots of people get killed and hurt / when everyone on the planet is armed, armed conflict is unavoidable and continuous / the number one manufactured export from the U.S. is weapons / a world filled with weapons brings advantage to only one group – weapons manufacturers / pumping the world full of weapons inspires conflict, death, destruction and domination of the many by the few / to have peace in the world, business and science must work for the good of people, not the arming of people / technological growth and innovation can just as easily come from building tools of peace, as tools of war / to me, the U.S. should be the world’s largest manufacturer of high tech windmills, not high tech weapons / the U.S. is addicted to war and weapons, and it is time that we kicked this habit for the good of all Americans and the peaceful future of the world

Water

Water is the most essential and precious substance for life (next to oxygen) / it is now called “blue gold” because of its increasing value in the world as the population soars / 3% of the world’s water is fresh - 2% of this is locked up in ice - 1% is available for use / about 60% of the fresh water in the U.S. is used for irrigation / humans can last over twenty days without food, only 3 days without water / the human body is 70% water / water is called the “universal solvent” because most substances will dissolve in it / life (as we know it) begins in water / water is unique because it is less dense in its solid state than its liquid state - this is why ice floats on liquid water / if ice did not float, there could be no life in a frozen sea and the sea level on earth would be far higher than it is / water goes through a “hydrological cycle” where pure water evaporates from the ocean, forms into clouds, precipitates to the ground, percolates down to groundwater and/or flows back to the oceans / the steps are evaporation, transportation, condensation, precipitation, percolation and runoff / the availability of drinkable (potable) water is essential for human settlements / the U.S. draws 339 billion gallons of water per day – the average is 1300 gallons per person per day / that is three times the use of an average European and astronomically more than a citizen in the 3rd world / water is used mainly for generating electricity, irrigation, industrial processes and domestic use / it takes 1000 gallons of water to produce an 8 ounce steak / a cow must drink 4 gallons of water to make 1 gallon of milk / it takes 8 gallons of water to grow a tomato / 4 trillion gallons of water fall on the U.S. daily / 75% evaporates, 13% runs off and 12% percolates into the ground / water weighs about 8 pounds per gallon and is still relatively cheap – 1 penny buys 160 8-ounce glasses of drinking water in most towns / but don’t let its current cheapness misinform you about its actual incredible value and importance / as a human being, you are made up of 70% water so literally, you are the water that you drink / there is

research which strongly indicates that drinking water with dissolved minerals in it (hard water) is better for than drinking water devoid of minerals (soft water) / this makes sense if you think about human ancestors evolving while drinking water from streams and rivers which always contained dissolved minerals / naturally, the multibillion dollar water softening industry would strongly disagree with this point so it is important to do your own research when choosing water filtration and treatment technology / seek systems that produce water that is optimum for human health

Water Pollution

Water is the universal solvent that dissolves most other chemicals or carries them in suspension / the conventional wisdom used to be just dump it and let water carry it away / it's down the drain, down river, off shore, in the middle of the great lake / but water always flows and whatever gets put into it comes back to haunt / American cities and industries poured raw sewage and chemical wastes into lakes, rivers and streams / people were taught to dig a hole and bury used motor oil / military installations had "lakes" of jet fuel and other toxic waste on base / we wash, irrigate, flush, rinse, spray off, dilute, mix and clean with water and contaminates flow away / now we know that a quart of motor oil contaminates 250,000 gallons of ground water - a gallon of gas contaminates 750,000 thousand gallons of water / the Clean Water Act of 1972 was a governmental attempt to establish and enforce higher standards for water cleanliness / at the time of its passing some bodies of water in the U.S. were catching on fire, running yellow with chemicals, carrying mercury, DDT, PCBs and a huge range of other dangerous chemicals / things did improve but the problem has not been solved / the goal of having all U.S. waters suitable for fishing and swimming has never been met (the target date was 1983) / restrictions are currently being reduced when we should be making things more stringent / there are two types of water pollution – point and non-point / "point" pollution is pollution that is poured into surface water from a specific source like a sewage treatment plant or a factory / this is the type of pollution that was mostly addressed by the Clean Water Act / non-point sources are contaminates contained in runoff water that can hold a huge host of nasty substances / water from rain and all other "cleaning" uses all flows and carries trouble with it / sources of pollution include septic systems, crop dusting, livestock waste, hazardous waste disposal, soil erosion, fertilizer, deforestation (top soil washes away), chemical applications, marine waste, sewage treatment plants, industrial emissions, strip-mining, pavement oils, salt, mine wastes and others / surface water is far easier to clean up than ground water / ground water is stored in aquifers which are underground porous rock formations that receive water percolating down from the surface / it's not underground lakes, but sponge-like rock with water soaked in / pollution flows underground / pollution is caught in rain and falls to the ground / water pollution ends up in the food chain / it concentrates in fish and eels / many water borne toxins cannot be seen / the water looks clear but could contain dysentery, typhoid, hepatitis or other invisible killers / pollution is insidious - it always comes back to people in one form or another / water is absolutely essential to human life / our bodies are 70% water and we each must have water every day to survive / the US-Mexican border is dotted with factories that still pour raw chemical toxins directly into the river along with raw sewage / the mindset that can allow this to happen needs to be changed / to add insult to injury, America's sewage system was never divided between human waste and industrial waste / it all flows together creating a new national pollution problem of toxic sludge - toxic industrial wastes mixed with partially treated human waste / the practice is to spray this toxic sludge onto farmland for fertilization purposes / this seems more like spreading a problem around than solving the problem / it does not have to be this

We The People...

way / water is absolutely essential to all life and we must begin to treat it like the most vital fluid on earth, which it absolutely is

“We the People” is how the U.S. Constitution starts, which is great / but in the first U.S. election, only 4% of the population were considered to be “legal people” and could vote / these 4% were white, land holding, wealthy, men / the history of the U.S. is a history of “non-people” struggling to be recognized as legal people by the government / poor white men, non-whites and women all had to fight (especially non-whites and women) for their right to be recognized as legal people / corporations got recognized as legal people (1886) before women did (1920) / corporations are considered “legal people” in our current system / this gives these artificial legal constructs the same rights as real living, breathing people / the “Founding Fathers” have been spinning in their graves ever since this happened / “We the people” clearly did not mean “We the Corporations” / the U.S. Constitution mentions government and people; it does not mention corporations at all / but due to the diligent and steadfast work of corporate motivated courts and lawyers – “We The People” has become “We The Corporations” which must be reversed before true democracy can really exist in the US

Winning At All Costs

Some people feel that winning isn’t everything, it’s the only thing - these type of people believe in “winning at all costs” / when you feel this way, there is nothing you won’t do to come out on top / on the other hand, if you believe in winning “fair and square” it means that you play according to the rules / the challenge is that everyone claims to play fair, but only some follow through – it’s important to be able to tell the difference / imagine you are playing tennis against someone and it’s a very tight match / your opponent hits a match winner that is close to the line, although you saw it hit / if you want to win badly enough, you will call the ball out and continue the game / if you are fair and square, you will admire the shot, call it in and concede the match / cheating may help you win, but it never feels good / in order to cheat regularly or in big ways, you must either learn to deal with the bad feelings or justify your actions in your mind somehow / people draw distinctions when it comes to cheating / for example, there are plenty of people who would never cheat at tennis or golf but have no problem cheating on their taxes or cheating in business / that’s because they believe they can conceal this cheating / when you are cheating people that you don’t know – that’s just business, everybody does it, right? / in actuality, there is no real sense of winning if you cheat to get there / it’s like buying a trophy and telling people you earned it - you can fool yourself for a while but you know deep down that you are a phony / cheating eats at your life with a continuously declining sense of inner well-being and the inability to ever experience genuine happiness

Working Class

The “working class” refers to people who work manual labor for an hourly rate / the industrial revolution gave rise to machinery and people being used to mass produce goods / this gave rise to a large working class in the U.S. / the “factory girls” of Lowell Massachusetts used water-powered looms to weave fabrics in the 1800’s / they had very long hours and the work was dangerous / life was very hard and injuries or deaths were frequent / working people were not able to improve their working conditions without taking collective action to interrupt production / working class people had to fight for the 8-hour day, overtime pay, work place safety and to end child labor / such has characterized the story of the working class in America / the meat packing industry, automobile industry, manufacturing industry, chemical industry, coal mining, steel industry and others all went through similar processes / working

class people will work the dangerous jobs because that is what is available and people have to eat / America was built on the backs of its working people / it is unfortunate that this history is filled with such intense violence against working people to prevent them from organizing / the market crash of 1929 left millions of working class people out of jobs / concessions were made via the National Labor Relations Act of 1935 (the Wagner Act) / it was designed to prevent employers from interfering with workers organizing themselves into unions / with unions, there came a new problem where striking workers would try to prevent non-union new hires from taking their jobs / much effort goes into subtle persecution of the working class and the continued “dumbing down” of jobs / many of these types of jobs have been shipped over seas in recent decades / 3rd world workers are paid far less, work longer hours and face less safe working conditions / exploiting the working class is just a race to the bottom / the bottom line is that some people like to work with their hands and they should be lauded, not persecuted / American workers literally built this country and they want to work still – all they need are good paying, hands-on opportunities to put their heart into their hard work for a fair reward / it’s that simple

World Bank &
Economic Hit
Men (EHM)

On July 1, 1944 (3 weeks after D-Day in WWII) a vital intergovernmental conference took place at Bretton Woods, New Hampshire / The U.S. and its 44 allies and associated states met and discussed the need for a new economic order based on using “managers” to coordinate world economic affairs and the undesirability of an international gold standard and other issues / this meeting gave birth to the International Monetary Fund (IMF) and The International Bank for Reconstruction and Development (World Bank) which began its official operations in June of 1946 / what is now known as the “3rd World” did not exist at this time – there were just a few major world powers and their empires that needed to be dealt with / the US, which suffered no homeland damage itself, led this world financial organizational effort to direct the lending policies of international lending institutions / initially, the focus of World Bank and IMF loans was to rebuild war devastated European cities / later, in the 1950’s a very different role for the IMF and World Bank emerged / the story is best told by John Perkins in his 2004 non-fiction book *Confessions of an Economic Hit Man* / this book describes the role played by well-trained, privately-employed agents of the U.S. and our actual lending policies toward emerging 3rd World countries / these countries were emerging from their ruling colonial powers and attempting to attain their independence / one by one, these emerging countries became targets of Economic Hit Men (EHMs) like Perkins / his primary mentor described the job of an EHM thus “To encourage world leaders to become part of a vast network that promotes U.S. commercial interests. In the end, those leaders become ensnared in a web of debt that ensures their loyalty. We can draw on them whenever desired – to satisfy our political, economic or military needs. In turn, they bolster their political positions by bringing industrial parks, power plants, and airports to their people. The owners of U.S. engineering and construction companies become fabulously wealthy” / Perkins defines “coporatocracy” as a coordinated group of government, multinational corporations and large banking institutions that learned how to pursue empire building through using economic leverage instead of open violence and war / Perkins says in his Prologue to the book, “Like our counterparts in the Mafia, EHMs provide favors. These take the form of loans to develop infrastructure – electric generating plants, highways, ports, airports, or industrial parks. A condition of such loans is that engineering and construction companies from our own country must build all these projects... If an EHM is completely successful, the loans are so large that the debtor is forced to default on its payments after a few years. When this happens, then like the

Mafia, we demand our pound of flesh. This often includes one or more of the following: control over United Nations votes, the installation of military bases, or access to precious resources such as oil or the Panama Canal. Of course, the debtor still owes U.S. the money – and another country is added to our global economic driven empire” / The *Encyclopedia Britannica* says in its 2004 CD version that “Beginning in the mid-1950s, it (the World Bank) played a major role in financing investments in infrastructure projects in developing countries including roads, hydroelectric dams, water and sewage facilities, maritime ports and airports” / a major player was Robert McNamara who was President of Ford Company turned Secretary of Defense under Kennedy and Johnson (during Vietnam) turned President of the World Bank from 1968 to 1981 / however well-intended these loan practices were perceived by those involved, these “loan shark like” tactics greatly benefited wealthy people at the expense of the poor / a hydroelectric dam or an airport benefits the small wealthy elite of a developing nation while it destroys the means of survival for millions of indigenous or poor people in these countries / America has been plucking the wealth of the 3rd world while simultaneously preventing these governments from spending their resources on social programs like education or health care / we lend the money, tell countries how they must spend it, charge high interest rates and place numerous restrictions and conditions that must be fulfilled / this practice requires the cooperation of corruptible leaders who will saddle their country’s populations with enormous debt far into the future / a short story of IMF and World Bank influence can be seen in Jamaica which emerged from English colonial rule in 1962 after over 300 years / sudden independence brought about numerous financial difficulties and a need to develop a healthy economy / world capital and technical expertise could have gone into helping Jamaica develop a healthy, growing, self-sustaining democracy of loyal Jamaicans working together for their own benefit / instead, monetary policies and enforced actions enslaved the population to the largess of this coporatocracy, extracting increased wealth in resources, markets and strategic locations for the few, while imposing extreme suffering on the many / in Jamaica, farming was the backbone of the economy – they grew bananas, fruits, vegetables and had a vibrant dairy industry / the loaning began in the 1970’s when Jamaica owed a mere \$800 million - in the 1980’s they owed \$4 billion and today the amount has grown to exceed \$7 billion / meanwhile the Jamaican farming and dairy industries have been destroyed, the dependence on foreign imports for food and human needs has dramatically increased and the society has been prevented from instituting beneficial social programs / Jamaica is one tiny example / elsewhere, in country after country that has been “helped” by the IMF and World Bank, the results have turned out the same / increased suffering by the poor, increased resource extraction, increased ecological destruction, increased appropriations of private property and increased privatization and control over governmental actions / occasionally, a leader in the 3rd World fights back and refuses to go along with the Economic Hit Man scenario / one such leader was Omar Torrijos of Panama who successfully renegotiated the Panama Canal Treaty with President Jimmy Carter turning over ownership of the canal to the Panamanian people / Torrijos was very popular among the poor and many world leaders alike and very clear on wanting to help his citizens reap more of the benefits of sitting on the world’s most valuable real estate / Torrijos was negotiating with Japan to build a sea level canal to replace the current canal with its series of time-consuming, and ship-size-limiting, locks / if this project were to move forward and were financed and built by Japan, companies like The Bechtel Group and Halliburton would be left out of the enormous profit / understandably, people like George Shultz (President of Bechtel, Secretary of the Treasury under Nixon and Secretary of State

under Reagan) and Richard Cheney (President of Halliburton, Secretary of Defense under George H.W. Bush and Vice President under George W. Bush) and many others were openly opposed to Torrijos / after Ronald Reagan was elected in 1980, Torrijos refused to renegotiate the canal treaty and continued to talk with Japan about the new sea level canal / mysteriously, Omar Torrijos died in a plane crash on July 31st, 1981 – just two months after a similarly motivated leader, Jaime Roldos of Ecuador died in a fiery helicopter crash on May 24th, 1981 / as John Perkins explains in his book, when the Economic Hit Men (EHMs) fail to convince leaders to take the loans, the other kind of hit men (the jackals) are sent in / if these hit men are not effective, as most notably in Iraq with Saddam Hussein, the U.S. will send in the military to finish the job / while this all seems completely amazing to those of us who thought U.S. Foreign Aid was used to help the people of the 3rd World, it certainly explains why things have turned out as they have over the past 50 years - it's a chilling, but critically important story that every American must read

World Goals

The World Game Institute created an amazing chart in 1999 called, *What the World Wants* / the chart contrasts the \$780 billion dollars per year spent worldwide on military expenditures with the \$238 billion per year required to solve all the major world problems / here are their suggested programs and their estimated annual costs / eliminate starvation - \$19 billion / provide shelter - \$21 billion / remove land mines - \$4 billion / build democracy - \$3 billion / eliminate nuclear weapons - \$7 billion / eliminate illiteracy – \$5 billion / refugee relief - \$5 billion / health care and AIDS control - \$21 billion / clean safe water - \$10 billion / prevent global warming - \$8 billion / stabilize population – \$11 billion / prevent acid rain - \$8 billion / stop deforestation - \$7 billion / stop ozone depletion - \$5 billion / prevent soil erosion - \$24 billion / provide clean, safe energy efficiency and renewable energy - \$50 billion / retire developing nations' debt - \$30 billion / these are estimates and they will require various numbers of “annual spending” to accomplish / but the point is that for about 30% of all the world's annual spending on the military, all of the world's problems could be effectively worked on and solved / rational action versus military action – costs less, helps more / this chart was created in 1999 and since then, military expenditures have only grown / in 2005, world military spending exceeded one trillion dollars – that's 1000 billion dollars or \$1,000,000,000,000

(Source: World Game Institute – www.Worldgame.org, - 3215 Race St., Philadelphia, PA 19104 215-387-3009)

World View

Your “world view” determines your actions in the world / do you want to help the world or do you want to control it? / do you see the world as a storehouse of resources to be plucked? - or do you see the world as a fragile living organism that is growing and changing before our eyes? / the photograph “Earthrise” was taken from outer space in 1969 / it shows our whole world as a big blue spaceship sitting in a vacuum of total darkness / for the first time people could see earth without borders or cities / it could be seen as the living, breathing organism it is / the world is literally our life raft in space with limited supplies / we can't keep poking holes into it and continue to stay afloat / choose to view the world as a marvelous delicate, living being that gave us life, for that is exactly what it is / instead of having a world view, have a pro-world-view / if we work for the earth – it will continue to be there to sustain life for us / but, we must start now

Writing

Writing is the process of putting thoughts down in symbols so that others can understand your meaning / writing was invented by Sumerians in the middle east over

5,000 years ago / the first materials that were used were rocks and clay tablets / the first writing was likely to record trade transactions / the first writing was pictographic - picture-like symbols used to represent objects / these were used by Egyptians in their hieroglyphic writing / *Gilgamesh* from the Sumerians is the earliest known written legend (it's like the Noah's ark tale) from 3000B.C. / writing systems improved with the development of the alphabet and writing materials / writing helped advance knowledge and share ideas among people / learning to read and write became a gateway to intelligence – and it still is! / being able to write well allows you to express your thoughts and share them with others in a lasting way / reading the words of others allows you to get inside their head and evaluate their thoughts for yourself / of all the human inventions, nothing compares to writing for aiding the advancement of the human race

Epilogue

When I was fifteen, I had the amazing opportunity to go out to sea for five days on the USS Kitty Hawk, a Navy aircraft carrier. The Executive Officer (second in command or “XO” as they are called) told me there was a racquetball court aboard which, of course, I believed. After a bit of poking around on the huge ship and asking questions that surely made me sound stupid, I finally realized that I had been lied to and there was no court on board. The XO meant no harm and was just joking around, but I was used to people telling me the truth and I took the whole matter pretty hard.

I learned that when you are a trusting, caring and hardworking person, sometimes you could be taken advantage of, which feels extremely disappointing. The whole country found this out together back in the 1950s when TV game shows were in their infancy. As depicted in the 1994 motion picture *Quiz Show*, Charles Van Doren was launched into fame as the amazing repeat winner of “Twenty-One”, a TV trivia quiz show. When you watch this movie, you can really feel the collective sigh of disgust as a nation of viewers finds out the game had been fixed and they had been fooled. There isn’t a person alive who can’t relate to this feeling and we all know, the more you care, the more it hurts.

A typical human response to experiencing deceit is to become cynical, less trusting and more guarded to keep it from happening again. Unfortunately, when people put up walls to protect themselves, they also keep out ideas that may be important for them to hear. Smart people get into a perceptual bind this way. Nobody wants to be made a fool of so we latch onto a certain view of the world, resonate with information that reinforces this view and strongly resist any challenges to it. It’s a completely understandable human response.

The problem is that we now have a quiz show-like situation with a divided American public, half believing the establishment storyline and the other half seeing the ship bearing down on an iceberg and wanting to turn the damn ship already. Even if someone has to go grab the wheel away from the sleeping captain, a major change of direction needs to happen in our country, right now. To me, this will only occur when a large majority of “We The People” get the “big picture” and get very busy fully participating in our suffocating democracy. This is the reason I wrote this book – not because I enjoy writing about distressing stuff, but because I love my country enough and respect my fellow citizens enough to tell the truth. The truth can be beautiful and it can be ugly, but it is the only path to healing and the only path to growing out of our adolescence as a country and maturing into a genuine leadership role in the world.

In our beginning, the Founding Fathers organized a revolution to break America away from the King of England. Having a king did not allow wealth to be spread around very much nor did it allow for people to be true masters of their own lives. The Founding Fathers were nearly all wealthy, landholding, white men who no doubt enjoyed their power, privilege and prestige, even under the king’s rule. But, they sought to take full control over their destinies by waging a revolution and setting up a new form of government in America. The Founding Fathers could not wage a revolt from England alone so the idea of controlling one’s own life and destiny was the compelling notion used to motivate the men who fought and died in the Revolutionary War. It worked.

Once the war was won, America was born with a new form of government based on the U.S. Constitution. It set up a framework with so called “checks and balances” whereby no single person or branch of government had total control. The Executive, Judiciary and Congressional branches shared power essentially making all U.S. Government decisions, group decisions. In our “representational democracy”, the People elect professional representatives who, in turn, vote on their behalf regarding governmental decisions. This all sounds well and good, but it wasn’t the whole story. It’s important to understand several other truths of this time in history.

Most importantly, only wealthy, white, landholding men were considered legal People and could participate in the political process by either serving in office or voting for those who served in office. These men constituted about 4% of the U.S. population yet held 100% of the decision making power. Our original government was by, of and for the wealthiest white tiny minority of men who put themselves in complete charge. This was the structure of the original American democracy and given the 229 years of history since, it’s been a very stable system.

Other important truths of this time were that women were not legal people, poor white men were not legal people and people of color were not legal people. In fact, most people of color were slaves, as slavery was common practice at the time and the basis of much of the wealth enjoyed by the Founding Fathers and their constituents. It was an agrarian economy where rich white landholding men held the wealth, power and dominion over all other classes of people. Again, this was the starting point of our democracy.

There were certainly those among the Founding Fathers who had deep enlightenment-inspired beliefs regarding the inherent value of all men. But like others before them, the wealthy elite placed themselves in charge because they considered themselves to be the “smart guys” in society and the only ones capable of making the best governmental decisions. They also had a concept of honor and duty in their conduct. Imagine the country gentleman who owns a vast estate and seeks to give back to society through his dedicated service to others. He had honor, integrity and a sense of decency in his dealings. Of course, he was in charge of a fundamentally racist and sexist society, but he did have scruples guiding his behavior within the societal norms of the day.

Now enter the Industrial Revolution. A shock wave is sent through the ruling elite as the source of wealth starts to change from owning land to owning the means of production, giving rise to capitalism. Wealth based on owning factories, railroads, banks and other entities challenged and surpassed the agrarian/slavery system of accumulating riches. This change brought on the Civil War, which adjusted the power center of our country from the agrarian South to the industrialized North.

As the Industrial Revolution first started coming to this country, challenges to governmental power and standards of gentlemanly conduct came along with it. As Thomas Jefferson put it in 1816, “I hope we shall crush in its birth the aristocracy of our moneyed corporations which dare already to challenge our government to a trial by strength, and bid defiance to the laws of our country.” Industry had a slavery-like relationship to workers who generated great wealth for the masters while toiling under harsh conditions for minimum pay. Massive numbers of people moved from farms, here and abroad, to cities in America and became dependent on industrial jobs for their survival. The owners and investors in industry became fantastically wealthy through increasingly aggressive business strategies and tactics.

Meanwhile, workers, women and other groups continued to struggle to be recognized as legal people and finally get their right to vote.

Remember, the Founding Fathers purposely did not grant voting rights to 96% of the population. This was largely because they knew if all people could vote, they would likely vote to share the wealth through land reform, which was unacceptable. As James Madison said, the purpose of Government is “to protect the minority of the opulent against the majority.” But as time went by in our history, different groups of people worked very hard, against all odds, and did get their right to vote and to participate in this “democratic experiment.”

The ruling elite’s response to lower classes of people getting the right to vote was two-fold. The first response was to make corporations “legal people”, which happened in 1886 through the Supreme Court. This gave corporations the same rights as living human beings, like the right to own private property and the right to participate in the political process. These rights, plus lots of money, access to leaders, lobbyists, access to media and other tools of advantage, made corporations into “super citizens.” Giant corporations and their CEOs have since become the modern day “unaccountable power” behind the American government as they strongly influence policy and policymakers while their actions remain largely out of public view.

The ruling elite’s second response was to fully develop the techniques of propaganda to control the hearts and minds of the American people. As the “father of public relations”, Edward L. Bernays (rhymes with lies) said in the first two lines of his 1928 book, *Propaganda*, “The conscious and intelligent manipulation of the organized habits and opinions of the masses is an important element in democratic society. Those who manipulate this unseen mechanism of society constitute an invisible government which is the true ruling power of our country.”

Now throw into this mix two other critically important factors. These are the simultaneous rise of the military industrial complex and the National Security state in America. These two factors have gone together to create a country addicted to war for economic growth and a population kept in a state of fear and distraction to keep them from thinking about what’s really going on. A glaring example of this is our recent unprovoked attack on Iraq where huge lies were told by the ruling elite and repeated by mainstream media to convince the American public to wage preemptive war. Now we are committed to a long and costly conflict across the world while we watch the owners of the oil industry, military contractors and others reap huge profits at everyone else’s expense.

This is not a difficult picture to perceive if you just open your eyes to it. It’s an ongoing, “quiz show”-style, rigged game being played on the American public where we are taught to idolize materialism and to assume that our leaders share our same sense of decency and fair play. The glaring, obvious fact is that the tiny minority of ruling elite do not act in the best interests of the American people, they act in the greedy interests of themselves. They firmly believe in their right to enrich themselves through any means and their continued success is good for the country, in their view. I suppose if I were born and raised in a similar situation as these wealthy elite, I may feel this same way. But, from my perspective, it looks like many of those with vast wealth and power use every means possible to continuously acquire more wealth and power no matter who gets hurt. They distance themselves from the actual effects of their actions so they can feel good about their leadership and they pretend that their greed has nothing to do with the war, poverty and environmental disasters that are everywhere in the

world today. The problem is when the captain deludes himself that his ship is unsinkable he's not the only one who drowns when he hits the iceberg and sinks.

As citizens of the world's most powerful country, it is our absolute responsibility to become self-taught sages and participate in our democracy from a position of wisdom. We can no longer afford to allow our perceptions and beliefs to be spoon fed to us by the "masters of mankind" of whom Adam Smith spoke in the *Wealth of Nations*. He said, "All for ourselves and nothing for other people, seems, in every age of the world, to have been the vile maxium of the masters of mankind." These "masters of mankind" simply do not care about anyone but themselves, and they will use their money and connections to manipulate events and perceptions to their own advantage. These people prefer games that are fixed, hear only their own voices, never admit mistakes, do anything to win, believe the ends justify the means and desire the public to remain as ill-informed and divided as possible.

Consider another quote by Adam Smith. "To found a great empire for the sole purpose of raising up a people of customers, may at first sight appear a project fit only for a nation of shopkeepers. It is, however, a project altogether unfit for a nation of shopkeepers, but extremely fit for a nation that is governed by shopkeepers." It is fairly obvious that we have reached a point where the shopkeepers are running our government and the distance between giant corporations and our governing bodies has virtually evaporated. The giant corporate media will naturally continue to preach how great this all is right up to the point when the ship starts slipping beneath the waves and those "smart guys" start stumbling onto the deck with dazed and confused looks on their faces. There will be no satisfaction in this moment for any of us as the chance to positively change the course of our country will have been lost.

The vast majority of Americans are honest, intelligent, hardworking people who genuinely care about the well-being of others. That's because this is the natural state for any human being who is still connected to their humanity. We humans are all hardwired to care, to love, to be concerned, to help out, to laugh and most of all, to want to see others do well. As citizens, we want to see the same values we cherish in our own lives embodied in our country's actions toward the world. Our country's behavior should be an emotional extension of the majority of the people who live here. Unfortunately, this has not been the case.

The truth is that members of the "minority of the opulent" who consider themselves the "masters of mankind" have used their wealth, power and influence to take America places which are the exact opposite of what we are supposed to be about. The primary tool of these "masters" is fear because fear displaces logic, fear makes us turn away and fear makes us rally around our leaders no matter how incompetent. In 1776, John Adams had this to say about fear in his book, *Thoughts on Government*. "Fear is the foundation of most governments; but it is so sordid and brutal a passion, and renders men in whose breasts it predominates so stupid and miserable, that Americans will not be likely to approve of any political institution which is founded on it." Can you imagine what John Adams would say about our government today? His worst nightmare has come true.

In fact, most of the Founding Fathers would likely be stunned beyond belief at what has become of their beloved democratic experiment. The "masters of mankind" are running the show, "all for me and nothing for anyone else" is our guiding principle, the foxes are inside the hen house of the Public Good and corporations have all the rights of living breathing people. Has anyone seen America lately because the Founding Fathers simply would not recognize what has become of country they founded. In my view, they would likely see the current

government situation as a complete aberration of their original intent and nothing short of pathological.

One aspect of our history, that I believe the Founding Fathers would be proud of, is the millions of people who struggled and sacrificed to secure the rights for all citizens that we all enjoy today. Countless brave and unnamed people in our history worked very hard to end slavery, end child labor, end 14-hour workdays, establish civil rights for non-whites, establish rights for women and win thousands of other victories for the well-being of citizens. At the heart of every one of these struggles was the genuine belief that “all men [human beings] are created equal” and all men [human beings] have inherent and unalienable rights to things like “life, liberty and the pursuit of happiness...” In others words, these struggles were based on making our country’s *Declaration of Independence* ring true for all human beings, not just the few at the top. That’s a transition as American as apple pie.

As Dr. Martin Luther King, Jr. said in his *Beyond Vietnam* speech on April 4th 1967, “We must rapidly begin the shift from a thing-oriented society to a person-oriented society. When machines and computers, profit motives and property rights are considered more important than people, the giant triplets of racism, extreme materialism, and militarism are incapable of being conquered.” Dr. King was exactly right; all our solutions do lie in successfully transitioning from a thing-oriented society to a people-oriented society. We must learn to open our public eyes so wide that we see right through the manipulations of greedy masters and neuter their ability to profit from deception. We must pry the corporate hands off of our public coffers, public spaces and public mind and reclaim our government as an institution of public good, instead of an instrument of private gain. Finally, we must reclaim our military as heroes of homeland defense and refocus the brilliance of our scientists to building tools of peace, not weapons of war.

America is supposed to be about a whole lot more than just “winner take all” competition in pursuit of money, control and domination. America is supposed to be about things like ingenuity, creativity, fair play, human rights, tolerance, technological prowess and solving our problems using our brains, not our brawn. America is supposed to be about people with heart and knowledge cooperating with each other and making positive things happen for the benefit of others. This is the America that will come forth naturally when people come first and our government is fully motivated by the noblest motive of all, the public good. Thomas Jefferson, the framer of our constitution, said in 1789, “Whenever the people are well informed, they can be trusted with their own government; that whenever things get so far wrong as to attract their notice, they may be relied on to set them to rights.” It’s words like these that give me great personal hope and make me very proud to be an American.

Notes & Sources

1	The combined U.S. Revenues for PR firms in 2001 was over \$2.9 billion according to “The Council of Public Relations Firms 2001 Public Relations Revenue Documentation and Rankings” Fact Sheet (www.prfirms.org/docs/2001ranksfactsheet2002.doc)
2	Robert Sullivan, “2000 Years of Christianity.” <i>Life Magazine</i> , (Dec 1999): 50-68, The timeline contained in has Jesus crucified in AD 33 and Mark’s Gospel (the church’s first written life of Jesus) written between AD 60-80
3	James Ussher was a prolific religious scholar (1581-1656) who published <i>Annales veteris testamenti, a prima mundi origine deducti</i> (“Annals of the Old Testament, deduced from the first origins of the world”) in 1650. He famously claimed that the earth was created on the evening before October 23, 4004 B.C. making the earth around 6000 years old to Bible literalist (http://en.wikipedia.org/wiki/James_Ussher) / the Encyclopedia Britannica and the online encyclopedia Wikipedia have the earth’s age the same as the formation of the sun and of our solar system – about 4.6 billion years ago. (http://en.wikipedia.org/wiki/Earth)
4	The concept of early experiences and their effect on brain development is covered extensively in Greenspan, Stanley, M.D. w/ Nancy Breslau Lewis, <i>Building Healthy Minds: The Six Experiences That Create Intelligence and Emotional Growth in Babies and Young Children</i> , (Cambridge: Perseus Books 1999).
5	Dr. Paul D. MacLean calls the three-layered human brain the “triune” brain. He writes about it in an article called, “The Three-Layered or ‘Triune’ Brain” (http://www.buffalostate.edu/orgs/bcp/brainbasics/triune.html)
6	David Montgomery, <i>The Fall of the House of Labor: The Workplace, the State, and American Labor Activism, 1865-1925</i> (Paris: Cambridge Univ. Press 1987, 1999) covers the topic of labor struggles in the U.S. showing how labor was crushed in most undemocratic ways.
7	David Chandler’s “L-Curve” website is an excellent source for understanding the radically unbalanced income distribution in the United States. His sources include the U.S. Census Bureau and the I.R.S. He makes the details of the situation crystal clear through his l-curve graphic – check it out (http://www.lcurve.org/) Also check out his youtube.com presentation on the same information at http://www.youtube.com/watch?v=wolk1ph5xcU
8	Howard Zinn, <i>A People’s History of the United States: 1492 to present</i> , Rev and Updated, New York, HarperCollins, 1995. See Chapter 18, <i>The Impossible Victory: Vietnam</i> (pages 461-492).
8A	Morris, Errol, dir., <i>The Fog of War – Eleven Lessons from the Life of Robert S. McNamara</i> , DVD, Columbia Tristar Home Video, 2004. Robert S. McNamara gave the number of 3.4 million people killed in Vietnam.
9	Operation Mongoose AKA “The Cuban Project” is summarized in Wikipedia at http://en.wikipedia.org/wiki/The_Cuban_Project/ Check out the Bay of Pigs and the Cuban Missile Crisis to get an understanding of the actual affect of CIA actions in the area. The Cuban Missile Crisis put the world on the brink of total nuclear war
10	See pages 92-7 from Greg Palast, <i>The Best Democracy Money Can Buy: An Investigative Reporter Exposes the Truth about Globalization, Corporate Cons, and High Finance Fraudsters</i> , (London: Pluto Press, 2002). Greg Palast spoke with Edward Korry, U.S. ambassador to Chile under Richard Nixon, for over six hours of recorded interviews. The actual CIA message showing the transport of “SUB-MACHINE GUN AND AMMO” is

	contained as an illustration in this section.
11	The other September 11 th is 9/11/73 when Salvador Allende was killed during a coup placing Augusto Pinochet in power in Chile. See "Chilean Coup of 1973," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Chilean_coup_of_1973
12	<i>The Introduction: After 9/11</i> in Chalmers Johnson's 2004 reissued book, <i>Blowback</i> , contains a detailed description of this term "blowback" as it relates to of the early Afghanistan situation and numerous other CIA operations that have caused retaliations to be taken against the US. See Chalmers Johnson, <i>Blowback: The Costs and Consequences of American Empire</i> , First Owl Books Ed. 2001, Reissued, New York: Henry Holt and Co, 2004.
13	Peter Dale Scott and Alexander Cockburn are two excellent sources regarding drugs and the CIA's interventions in the world. Check out Cockburn, Alexander, "The CIA, Drugs & the Media", Recorded in Madison, WI on September 30, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com and Scott, Peter Dale, "The Politics of Global Drug Trafficking", Recorded in Durango, CO by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
14	The Church Committee reports are extremely illuminating on the history of CIA activities and well worth reading at http://www.aarclibrary.org/publib/church/reports/contents.htm
15	These un-official hearings are documented in White, Robert and John Conyers (D-Mich) sponsored "CIA, Covert Actions & Drug Trafficking", seminar with Al McCoy, Peter Kornbluh and others held in Washington, D.C. on February 13, 1997, Recorded by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
16	This quote was from a speech Katharine Graham gave to new CIA recruits in 1988 and is shown at www.brainyquote.com/quotes/authors/k/katherine_graham.html among many other places
17	Christine L. Case, Ed.D., a microbiology professor at Skyline College wrote an article called "Handwashing" that explains the history and development of this practice. http://www.accessexcellence.org/AE/AEC/CC/hand_background.html
18	Douglas Starr wrote a book called <i>Blood: An Epic History of Medicine and Commerce</i> (NY: Knopf 1998) where he covers the 2500-year history of bloodletting. He also talked about this during an interview on "Fresh Air w/ Terry Gross" heard on National Public Radio.
19	I grew up during this transition and made this gradual change (from hating seatbelts to never driving without them) along with millions of other drivers. Most people used to think seatbelts were uncomfortable and unnecessary and they resisted wearing them. Now many states have mandatory seatbelt laws because they save lives and insurance companies will take an aggressive stand on drivers who have accidents and were not wearing their seatbelt.
20	One only has to watch an old movie (from the 1950s and earlier) to see how smoking cigarettes was everywhere. Smoking was allowed in classrooms, meetings, airplanes, theaters, and every place else you can imagine. The transition away from allowing smoking everywhere occurred during my lifetime as cigarettes became outlawed from more and more public spaces and non-smokers asserted their right to breath clean air.
21	Jamie Lincoln Kitman wrote an article called, "The Secret History of Lead: Special Report" in the March 20, 2000 issue of <i>The Nation</i> magazine. It tells this story of industry strongly resisting the change of removing lead from gasoline. See http://www.thenation.com/doc/20000320/kitman
22	The 19 th Amendment to the U.S. Constitution (passed in 1920) guaranteed women the right to vote. The

	actual amendment and a brief history of the struggle for woman's suffrage (the right to vote) can be seen at http://www.ourdocuments.gov/doc.php?flash=true&doc=63
23	The <i>Third National Incidence Study of Child Abuse and Neglect</i> was written by Andrea J. Sedlak, Ph.D. and Diane D. Broadhurst, M.L.A and published by the U.S. Department of Health and Human Services, Administration for Children and Families, Administration on Children, Youth and Families and the National Center on Child Abuse and Neglect, in 1996. This was a congressionally mandated study on child abuse in the US. The first study (NIS-1) was published in 1981, the second study (NIS-2) in 1988 and this study (NIS-3) in 1996. The numbers of abused and neglected children were taken from Pages 4 and 5 of the Executive Summary of this report shown at www.fact.on.ca/Info/vac/nis3.pdf
24	There is lots of information about bonobos available including the book <i>Bonobo: The Forgotten Ape</i> (University of California Press 1997) by Frans B.M. de Waal. Her article "Bonobos, Sex and Society: The Behavior of a Close Relative Challenges Assumptions about Male Supremacy in Human Evolution," was originally published in March 1995 issue of <i>Scientific American</i> , pp. 82-88) and can be seen at http://songweaver.com/info/bonobos.html . The San Diego Zoo has a great Bonobo exhibit and has been raising bonobos in captivity for 40 years – check out http://www.sandiegozoo.org/animalbytes/t-bonobo.html
25	It is a stunning experience to hear Robert S. McNamara talk about the Cuban Missile Crisis and how close we were to full-scale nuclear war. He says it was avoided by pure luck. See Errol Morris, dir., <i>The Fog of War – Eleven Lessons from the Life of Robert S. McNamara</i> , DVD, Columbia Tristar Home Video, 2004.
26	For an insider's explanation of how neo-colonialism really works, check out John Perkins, <i>Confessions of an Economic Hit Man</i> , San Francisco: (SF:Berrett-Koehler 2004)
27	The slogan "the noblest cause being the public good" is in the city seal affixed on Solana Beach California public works vehicles in Solana Beach, CA.
28	Corporation definitions came from www.dictionary.com .
29	This story of the British East India Company is well worth reading. See, "British East India Company," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/British_East_India_Company .
30	See "Joint-Stock Company," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Joint_stock_company
31	Traditionally at this time, a man's debts were passed onto their heirs until repaid so it was possible for a business failure to condemn a man and his family to paying off a debt over generations. This had a chilling effect on risky business ventures and the concept of "limited liability" was key to freeing up investment income.
32	"Dutch East India Company," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Dutch_East_India_Company and "Jamestown, Virginia," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Jamestown%2C_Virginia
33	Thom Hartmann, <i>Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights</i> , (Rodale 2002) 45-63 Chapter 3, "The Boston Tea Party Revealed." This is an outstanding description of this event and the circumstances leading up to it including a first-person account.
34	"Natural Law," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Natural_law
35	Thom Hartmann, <i>Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights</i> (Rodale 2002) 64-73 Chapter 4, "Jefferson's Dream: The Bill of Rights," gives an excellent description of Jefferson, Madison, Hamilton and Adams and their thinking regarding the form and structure of the early American government.

36	Morton J. Horwitz, <i>The Transformation of American Law 1780-1860</i> , (Harvard 1977) xvi in introduction.
37	Thom Hartmann, <i>Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights</i> (Rodale 2002) 75, Chapter 5, "The Early Role of Corporations in America." There is a list here of 19 th century laws governing corporations in Wisconsin (similar to laws in other states at the time) prepared by Jane Anne Morris of POCLAD (Program on Corporations, Law and Democracy - http://www.poclad.org/)
38	Morton J. Horwitz, <i>The Transformation of American Law 1780-1860</i> , (Harvard 1977) 112
39	Morton J. Horwitz, <i>The Transformation of American Law 1780-1860</i> , (Harvard 1977) 112
40	Quote from brainyquote.com entry on Thomas Jefferson http://www.brainyquote.com/quotes/quotes/t/thomasjeff135362.html
41	Check out, "Cost of The American Civil War," http://www.civilwarhome.com/warcosts.htm for an excellent summary of Civil War expenses. Money value conversion is not precise. I used a measuring worth calculator on the web to convert \$6 billion in 1865 to an amount in 2005 dollars. The answer depends on one of five factors and gives an amount ranging from \$74 billion to many trillions of dollars. I said \$100's of billions as a rough average. Check out http://www.measuringworth.com for a more complete discussion on money conversion.
42	This quote is allegedly from a letter that Abraham Lincoln wrote to Col. William F. Elkins on Nov. 21, 1864. It has been quoted in numerous books, by numerous prominent authors over many years. The original source is cited as Emanuel Hertz, <i>Abraham Lincoln: A New Portrait</i> (Horace Liveright, 1931) Vol. 2, 954. However, both the Abraham Lincoln Association and historian Merrill Peterson, <i>Lincoln in American Memory</i> , as described on Snopes.com, http://www.snopes.com/quotes/lincoln.htm) dispute the quote. The Abraham Lincoln Association published their views in their newsletter, "For The People", Volume I, Number I, Spring 1999 (http://abrahamlincolnassociation.org/newsletter.htm). This article was largely based on comments made by Lincoln's son Robert Todd Lincoln in a draft letter he wrote on March 12, 1917. Robert Todd Lincoln says he never heard of Col. Elkins and has never seen anything like the letter in his father's notes. He jokingly attributed the quote to a séance that happened 20 years after his father's death. Merrill Peterson says that Hertz was taken in by a forgery when he was writing <i>Abraham Lincoln: A New Portrait</i> . Emanuel Hertz later wrote <i>The Hidden Lincoln; from the Letters and Papers of William H. Herndon</i> (NY:Viking Press, 1938). William H. Herndon was Lincoln's lifelong law partner and gathered an extensive oral history and many of Lincoln's writings into a collection to serve as a research basis for authors writing about Lincoln. It would seem that Emanuel Hertz could have had access to letters that Lincoln's son or others would not know about. The bottom line is that this quote is in dispute, but whether or not Lincoln actually said it, the sentiment it conveys is so important and relevant it's worth reading no matter who said it.
43	See Kevin Phillips, <i>Wealth and Democracy: A Political History of the American Rich</i> , (NY: Broadway Books, 2002) for an excellent presentation on the rise of the rich in America and the techniques that were employed to achieve these wealth concentrating financial results.
44	See Joel Bleifuss, "Know Thine Enemy: A Brief History of Corporations", from <i>In These Times Magazine</i> , Feb. 1998, for an excellent summary on this topic. http://www.thirdworldtraveler.com/Corporations/KnowEnemy_ITT.html
45	See Joel Bakan, <i>The Corporation: The Pathological Pursuit of Profit and Power</i> (NY: Free Press, 2004). And watch, Mark Achbar, Jennifer Abbott and Joel Bakan, <i>The Corporation</i> DVD, Zeitgeist Video 2005

46	Thom Hartmann, <i>Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights</i> (Rodale 2002) 95-120 Chapter 6, "The Deciding Moment." This is a very well researched and thorough explanation of the 1886 <i>Santa Clara County v. Southern Pacific Railroad</i> Supreme Court case, corporate personhood and the theories of what really happened. The pertinent notes between the Court Reporter J.C. Bancroft Davis and Chief Justice Morrison R. Waite exist and can be seen at Thom Hartmann.com (http://www.thomhartmann.com/uphistory.shtml)
47	Thom Hartmann, <i>Unequal Protection: The Rise of Corporate Dominance and the Theft of Human Rights</i> (Rodale 2002), 105.
48	An excellent presentation of the process of charter mongering is contained in Charlie Cray and Lee Drutman, "Corporations and the Public Purpose: Restoring the Balance," <i>Seattle Journal for Social Justice</i> , Fall/Winter 2005 Issue: Vol. 4, Issue 1, 4- http://www.law.seattleu.edu/sjsj/2005fall/cray
49	See "Mark Hanna," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Mark_Hanna . The McKinley defeat of Bryan in the 1896 election is considered to be the forerunner of the modern political campaign centered on using huge amounts of corporate money to finance an intense use of publicity and implementation of a national campaign strategy. Mark Hanna was a rich capitalist who helped McKinley win the race for Governor of Ohio in 1891 and 1893 prior to raising \$3.5 million (compared to Bryan's \$600K) and managing McKinley's successful 1896 presidential bid.
50	The Pinkerton National Detective Agency was started in 1850 by Allan Pinkerton and served as both a private military contractor and security guard. The primary purpose of the agency was to give businesses a way to control labor unrest through force. See "Pinkerton National Detective Agency," <i>Wikipedia.org</i> , http://en.wikipedia.org/wiki/Pinkerton_National_Detective_Agency . The Pinkerton logo (an eye with the slogan "we never sleep" underneath) gave rise to the term "private eye"
51	See "Great Depression," <i>Encyclopedia Britannica Deluxe Edition</i> , (Chicago 2004) CD-ROM
52	See, "Huey Long," <i>Spartacus Educational</i> , http://www.spartacus.schoolnet.co.uk/USALongH.htm
53	See "Franklin D. Roosevelt," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Franklin_D._Roosevelt , Overview section [5 Mar. 2007]
54	James Carroll, <i>House of War: The Pentagon and the Disastrous Rise of American Power</i> , (NY: Houghton Mifflin 2006). This is a thorough and detailed book on the Pentagon and it's role in American history since it's ground breaking ceremony on September 11, 1943.
55	Morris, Errol, dir., <i>The Fog of War – Eleven Lessons from the Life of Robert S. McNamara</i> , DVD, Columbia Tristar Home Video, 2004. It is stunning to hear McNamara describing the intentional low altitude firebombing (napalming) of Tokyo and over 60 other wooden Japanese cities resulting in extreme infernos killing many hundreds of thousands of civilians by incineration.
56	Dwight D. Eisenhower, "Farewell Address to the Nation," Washington D.C., 17 Jan. 1961. For text and video of this speech, see http://www.informationclearinghouse.info/article5407.htm
57	See Noam Chomsky, "The Pentagon System", <i>Z Magazine</i> , February 1993 http://www.thirdworldtraveler.com/Chomsky/PentagonSystem_Chom.html . Dr. Chomsky makes the point in many of his speeches and books that almost all of America's major technological advances and subsequent growth sectors of the American economy since WWII have come directly out of the Pentagon and other publicly-financed institutions like NASA. These include, jet engines, telecommunications, computers,

	integrated chip technology, microwave technology, radar technology, GPS, the Internet and many others. The basic idea is that research is pursued for weapons development and then when commercial applications are derived the technology is given to commercial industry for them to make the profits. In this way, basic high tech R&D costs are socialized and profits privatized in what amounts to extreme welfare for the rich.
58	See “Arms Industry” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Arms_trade for details on the U.S. armaments industry. See Bill Moyers, <i>Trade Secrets: A Moyers Report</i> , Video, Public Affairs Television, 2001. www.films.com for info on the petrochemical industry. See Amy Lorentzen, “One-Billionth Acre of Biotech Seed Planted,” Associated Press, 5 May 2005 for this milestone of genetic engineering. See Ben Bagdikian, “The Media: And Then There Were Six”, Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com regarding issues of the corporate control of the media. See the Ben Bagdikian book by the same name.
59	Joel Bakan, <i>The Corporation: The Pathological Pursuit of Profit and Power</i> (NY:Free Press 2004) 33-34. The author interviews, world famous economist and Nobel laureate, Milton Friedman who says the only objective a corporation has, is to earn a return for investors. Friedman says, “Executives who choose social and environmental goals over profits – who try to act morally – are, in fact, immoral.”
60	United States, and H. Dewey Anderson. “Investigation of Concentration of Economic Power.” Temporary National Economic Committee. Final report of the executive secretary to the Temporary National Economic Committee on the concentration of economic power in the United States pursuant to Public Resolution no. 113 (Seventy-fifth Congress) authorizing and directing a select committee to make a full and complete study and investigation with respect to the concentration of economic power in, and financial control over, production and distribution of goods and services. Washington: U.S. Govt. Print. Off. 1941.
61	Lynnley Browning, “U.S. Income Gap Widening, Study Says,” <i>New York Times</i> , 25 Sept. 2003.
62	David Cay Johnson, “Richest Are Leaving Even the Rich Far Behind,” <i>New York Times</i> , 5 June, 2005.
63	See “The Boss’s Pay: The WSJ/Mercer 2004 CEO Compensation Survey,” <i>Wall Street Journal</i> , 11 Apr. 2005. This CEO compensation survey was based on information from 350 major industrial and service companies provided via their proxy statements filed by April 4, 2005. Results were summarized in Economic Policy Institute, “Economic Snapshots”, 21 June 2006 from epi.org (http://www.epi.org/content.cfm/webfeatures_snapshots_20060621). Results were also summarized in Yahoo News article, “CEOs Earn 262 times pay of average worker,” Reuters, 21 June 2006.
64	See Adam Shell, “363M is Average Pay for Hedge Fund managers,” <i>USA Today</i> , 26 May 2006. These hedge fund (high-end mutual fund) manager statistics clearly show the wealth generating powers of corporations. The managers of these funds make their money when they make money for their wealthy clients. They are generating enormous returns from corporate investments where money is turned into more money using other people’s labor, which is the essence of capitalism.
65	See George Draffan, “Facts on the Concentration of Wealth”, http://www.endgame.org/primer-wealth.html for this information and more. www.endgame.org is a useful site filed with detailed information on corporate power and other critically important topics. George Draffan has written several important books, teaches numerous workshops on research techniques and maintains this important website.
66	This quote is a paraphrase of the quote, “What’s good for the country is good for General Motors, and vice versa,” a statement made by Charles E. Wilson while president of the General Motors corporation. Wilson went on to be the secretary of the federal Department of Defense. E.D. Hirch, Jr., Joseph F. Kett, and James Trefil, <i>The New Dictionary of Cultural Literacy, Third Edition</i> (NY:Houghton Mifflin 2002).

67	See Dr. Majid Ezzati, Ph.D., Prof Alan D. Lopez, “Estimates of Global Mortality Attributable to Smoking in 2000”, <i>Lancet</i> , Volume 362, Issue 9387, 13 Sept. 2003, 847-852. This study estimates that in 2000, there were approximately 4.83 million premature deaths in the world due to smoking tobacco.
68	See Bill Moyers, <i>Trade Secrets: A Moyers Report</i> , Video, Public Affairs Television, 2001. www.films.com for a detailed view inside the petrochemical industry and the effects of some of these petrochemicals on the well-being of human beings.
69	Derrick Jensen, George Draffan, <i>Strangely Like War: The Global Assault on Forests</i> (White River Junction, VT: Chelsea Green Publishing 2003). This book describes the dangers inherent in destroying forestland throughout the world through over-harvesting and poor land management.
70	Global warming is real and thoroughly described by former Vice President Al Gore in the 2006 movie, <i>An Inconvenient Truth</i> , http://www.stopglobalwarming.org/sgw_feature.asp?id=11 . This is a must see for all Americans concerned with the future of humanity on planet Earth.
71	“Pascua Lama”, <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Pascua_Lama . The company that is embarking on this project is Barrick Gold Corporation, http://www.barrick.com/ , is the world’s largest gold mining multinational corporation.
72	The term “fascism” can mean different things to different people. A primary concept of fascism is that the individual is subordinate to the state and that the state had authoritarian power over the masses. Corporatism is a big part of fascism whereby corporations and the wealthy class reign supreme in importance. Corporations are not democracies. There is a single person at the top of the pyramid and the management is top-down. People working on company property check their rights at the door when they come onto company property. When corporations are permitted to fully participate in the political process, fascism tends to grow. See, “Fascism,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Fascism and “Characteristics of a Fascist Philosophy,” <i>Fact Monster</i> , http://www.factmonster.com/ce6/history/A0858078.html and “Corporative State,” <i>Fact Monster</i> , http://www.factmonster.com/ce6/bus/A0813636.html
73	Joel Bakan, <i>The Corporation: The Pathological Pursuit of Profit and Power</i> (NY: Free Press, 2004), 75-79. To illustrate the typical unlawfulness of big corporations, this book contains is a long list of legal breaches by GE, just one of the world’s largest corporations, adjudicated between 1990 and 2001.
74	Joel Bakan, <i>The Corporation: The Pathological Pursuit of Profit and Power</i> (NY: Free Press, 2004), 33-35. It is amazing to read Milton Freeman’s view on a corporation’s and a CEO’s one single responsibility which is to generate returns for shareholders. Failing to keep this at single focused priority means a CEO is breaking the law.
75	“Buckley v. Valeo,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Buckley_v._Valeo is the Supreme Court case the equated money with political speech.
76	Lawrence Mishel, “CEO-to-worker pay imbalance grows,” Economic Snapshot for 21 June, 2006, Economic Policy Institute, http://www.epi.org/content.cfm/webfeatures_snapshots_20060621
77	Tower Parrin, “1999 Worldwide Total Remuneration Report” as shown in “AFL-CIO Executive Pay Watch: CEO pay and Global Unfairness,” 2000. http://www.aflcio.org/paywatch/ceopay.htm
78	Lawrence Mishel, “CEO pay-to-minimum wage ratio soars,” Economic Snapshot for 27 June, 2006, Economic Policy Institute http://www.epi.org/content.cfm/webfeatures_snapshots_20060627

79	For more information on CEO pay, see "The <i>Too Much</i> Executive Pay Scorecard" http://www.cipa-apex.org/toomuch/articlnew2006/ExecPayin2005.html and Sam Pizzigati, <i>Greed is Good</i> (NY:Apex Press 2006), http://www.greedandgood.com/
80	"Speed of Sound," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Speed_of_sound . The most important variable affecting the speed of sound through the atmosphere is the air temperature and sound travels far faster through water than through air.
81	US Dept of Energy, <i>Ask a Scientist: Astronomy Archive</i> , "Rotational Speed of the Earth and Moon," http://www.newton.dep.anl.gov/askasci/ast99/ast99142.htm (The moon has a rotational velocity of approximately 10.3 mph or 16.7 km/hr at the lunar equator and the earth has a rotational velocity of about 1038 mph or 1669 km/hr at the equator.
82	"Speed of Light," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Speed_of_light , this article lists the speed of light in a vacuum (same as the speed of all other electromagnetic radiation) as 186,282.397 miles per second, 670,616,629.384 miles per hour, 299,792,458 meters per second or 1,079,252,848.8 kilometers per hour
83	The speed of light is approximately 186,000 miles per second divided by the circumference of the earth (24,900) means light could go the length around the earth over seven times (7.46) in a second. America is about 2800 miles across (from New York City to Los Angeles) so at 186,000 miles per second, light could traverse from coast to coast over 66 times.
84	"Light-year," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Light-year A light year is the distance light travels in a vacuum in one Julian year (365.25 days or 31,557,600 seconds) which is 9.461×10^{12} km (9.461 trillion kilometers or 9,461,000,000,000 km) or 5.879×10^{12} mi (5.879 trillion miles or 5,879,000,000,000 miles).
85	"The Nearest Star," High Energy Astrophysics Science Archive Research Center (HEASARC), http://heasarc.gsfc.nasa.gov/docs/cosmic/nearest_star_info.html , (Dr. Koji Mukai). Alpha Centauri is not a star, but really a star system. Of the three stars in the system, the dimmest -- called Proxima Centauri -- is actually the nearest star to the Earth. The other two stars are Alpha Centauri A and B of which Alpha Centauri A is nearly identical to our sun.
86	"Milky Way," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Milky_way
87	"Galaxy," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Galaxy .
88	"Universe," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Universe
89	Christopher King, B.A., M.J., "Cell (biology)," <i>MSN Encarta On-line Encyclopedia 2007</i> , http://encarta.msn.com/text_761568585__0/Cell_(biology).html
90	Bill Bryson, <i>A Short History of Nearly Everything</i> , (Broadway Books: NY 2004), pg 378 gives a figure of a very minimum of 100 million protein molecules in each human cell. University of Washington Website, "Frontiers and Initiatives in Quantum Microscopy," http://courses.washington.edu/goodall/MRFM/NIH_nanocenter.html , gives the total number of atoms in a human cell as 10^{14} -- the figure of 10s of trillions is used to be conservative
91	Joel Achenbach, "Strung Out: Everything -- Even You -- Is Made of Little Strings," <i>National Geographic</i> (Sept. 2004), Who Knew? Dept.

92	<p>Christopher King, B.A., M.J., "Cell (biology)," <i>MSN Encarta On-line Encyclopedia 2007</i>, http://encarta.msn.com/text_761568585___0/Cell_(biology).html gives the number of cells in a human body at 20 to 30 trillion cells.</p> <p>"Human Biology," Wikipedia, http://en.wikipedia.org/wiki/Human_biology gives the number cells in a human body at 100 trillion but says that there is little consensus on the precise number and estimates vary widely.</p> <p>Sagan, Carl, "Cosmos," (New York: Random House, 1980), page 31 gives the number of cells in the human body as 100 trillion.</p>
93	Sagan, Carl, <i>Cosmos</i> , 7-disk Collector Edition DVD, Studio City, CA: Cosmos Studios, Inc. 2000, Episode 8: "Journeys in Space and Time."
94	"San Diego," Wikipedia, http://en.wikipedia.org/wiki/San_diego gives the population of San Diego as 1.2 million as of 2005 making it the second largest city in California and the eight largest in the country.
95	U.S. Census Bureau, U.S. POPClock Projection, http://www.census.gov/population/www/popclockus.html gives up to the minute estimates of the U.S. population.
96	"Population, Economy," <i>CIA - The World Factbook – The World</i> , https://www.cia.gov/cia/publications/factbook/print/xx.html
97	"Facts About U.S. Money." <i>Fact Monster</i> , http://www.factmonster.com/ipka/A0774850.html
98	"Cui Bono," <i>Dictionary.com</i> , http://dictionary.reference.com/browse/cui%20bono
99	"The Declaration of Independence," <i>USHistory.org</i> , http://www.ushistory.org/declaration/
100	Howard Zinn, <i>A People's History of the United States, 1492 – Present</i> , (NY: HarperPerennial 1995) 70-75
101	David Cobb, "Who Stole the Constitution?" <i>Common Sense for the Twenty-first Century</i> , Fall 2001, Pg 8, Campus Greens & Travis County Green Party: TX. David Cobb became the 2004 Green Party Presidential candidate and has been an attorney working with the Program on Corporations, Law & Democracy (POCLAD) www.poclad.org
102	"The Signers of the Declaration of Independence," <i>USHistory.org</i> , http://www.ushistory.org/declaration/signers/index.htm
103	Noam Chomsky, "Democracy and Education," Mellon Lecture. Loyola University, Chicago, October 19, 1994, http://www.zmag.org/chomsky/talks/9410-education.html . In this speech, Chomsky describes the differences between Aristocrats and Democrats as articulated by Thomas Jefferson in the later part of his life. In a letter he wrote to Henry Lee on August 10, 1824 Jefferson states, "Men by their constitutions are naturally divided into two parties: 1. Those who fear and distrust the people, and wish to draw all powers from them into the hands of the higher classes. 2. Those who identify themselves with the people, have confidence in them, cherish and consider them as the most honest and safe, although not the most wise depository of the public interests. In every country these two parties exist; and in every one where they are free to think, speak, and write, they will declare themselves." See Gorton Carruth @ Eugene Ehrlich, <i>The Giant Book of Quotations</i> , (Portland House: NY 1988) 187:69 p. 442

104	<i>Elliot's Debates</i> , Vol. I, pp. 449-450. The landed interest, at present, is prevalent, but in process of time . . . " when the number of landholders shall be comparatively small . . . will not the landed interests be overbalanced in future elections? and, unless " wisely provided against, what will become of our government? In England, at this day, if elections actions were open to all classes of people, the property of landed proprietors would be insecure. An agrarian law would take place. If these observations be just, our government ought to secure the permanent interests of the country against innovation. Landholders ought to have a share in the government, to support these invaluable interests, and to balance and check the other. They ought to be so constituted as to protect the minority of the opulent against the majority.
105	Frank Monaghan, <i>John Jay</i> , (1935), p. 323 "The people who own the country ought to govern it." According to Monaghan, this "was one of his (John Jay's) favorite maxims." Unverified in the writings of Jay, although the essence of this is expressed in several passages. This reference from <i>Respectfully Quoted: A Dictionary of Quotations</i> 1989, No. 764 http://www.bartleby.com/73/764.html
106	David S. Muzzey, <i>An American History</i> (1911), p. 192. This quote, "Your people, sir, is nothing but a great beast!" is attributed to Alexander Hamilton (1755 -1804) from a political argument with Thomas Jefferson. This reference is from <i>Respectfully Quoted: A Dictionary of Quotations</i> , 1989, No.1334, http://www.bartleby.com/73/1334.html
107	Stephen Bender, "Walter Lippmann and the Phantom Public," <i>LewRockwell.com</i> , http://www.lewrockwell.com/bender/bender15.html , quotes from Walter Lippmann's 1927 book, <i>The Phantom Public</i> , in which Lippmann says, "A false ideal of democracy can only lead to disillusionment and to meddlesome tyranny. If democracy cannot direct affairs, then a philosophy, which expects it to direct them will encourage the people to attempt the impossible; they will fail, but that will interfere outrageously with the productive liberties of the individual. The public must be put in its place, so that it may exercise its own powers, but no less and perhaps even more, so that each of us may live free of the trampling and the roar of a bewildered herd."
108	Alexander Hamilton Quotes, <i>Brainyquote.com</i> , http://www.brainyquote.com/quotes/quotes/a/alexanderh136419.html
109	"Inquisition," <i>Encyclopedia Britannica Deluxe Edition</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. This entry describes burning at the stake as one of the many punishments given to people found to be "heretics" by church authorities.
110	"Geocentric," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Geocentric . The geocentric model was put forth by Ptolemy and Aristotle and held that the Earth was the center of the universe, it was perfectly spherical (like other heavenly bodies) and the other planets and the Sun orbited around the Earth in circular orbits. This model became church doctrine and those who proved it wrong got in big trouble like Galileo. See "Galileo Galilei," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Galileo
111	Marcia Angell, <i>The Truth About the Drug Companies</i> , book summarized on <i>The New York Review of Books</i> website, Volume 51, Number 12, July 15, 2004, http://www.nybooks.com/articles/17244
112	M. Asis Ismail, "Drug Lobby Second to None: How the pharmaceutical industry gets its way in Washington," July 7, 2005, <i>The Center for Public Integrity</i> website, http://www.publicintegrity.org/rx/report.aspx?aid=723
113	T.R. Ried, "Caffeine: It's the World's Most Popular Psychoactive Drug" <i>National Geographic Magazine</i> , January 2005, pg 2-32
114	Stan Glantz & Anna White, "Leading Cigarette Expert: The Tobacco Industry Helped Kill Peter Jennings," <i>DemocracyNow.org</i> , August 9, 2005, http://www.democracynow.org/ariticle.pl?sid=05/08/09/143211 In this

	interview, Stan Glantz, professor of medicine at the University of California, San Francisco and leading tobacco industry critic gave annual deaths from tobacco as about 450,000 people per year in the U.S. and 5 million worldwide.
115	Harwood, H. <i>Updating Estimates of the Economic Costs of Alcohol Abuse in the United States: Estimates, Update Methods, and Data</i> . Report prepared by The Lewin Group for the National Institute on Alcohol Abuse and Alcoholism, 2000. Based on estimates, analyses, and data reported in Harwood, H.; Fountain, D.; and Livermore, G. <i>The Economic Costs of Alcohol and Drug Abuse in the United States 1992</i> . Report prepared for the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health, Department of Health and Human Services. NIH Publication No. 98-4327. Rockville, MD: National Institutes of Health, 1998. http://pubs.niaaa.nih.gov/publications/economic-2000/index.htm#updated . The total cost of alcohol abuse in U.S. was \$184.6 billion in 1998.
116	Alex Berenson, "Jury Calls Merck Liable in Death of a Man on Vioxx," <i>New York Times</i> , August 20, 2005
117	Joseph T. Hallinan, <i>Going Up The River: Travels in a Prison Nation</i> , (Random House, NY: 2001) pg 217-18
118	Harwood, H. <i>Updating Estimates of the Economic Costs of Alcohol Abuse in the United States: Estimates, Update Methods, and Data</i> . Report prepared by The Lewin Group for the National Institute on Alcohol Abuse and Alcoholism, 2000. Based on estimates, analyses, and data reported in Harwood, H.; Fountain, D.; and Livermore, G. <i>The Economic Costs of Alcohol and Drug Abuse in the United States 1992</i> . Report prepared for the National Institute on Drug Abuse and the National Institute on Alcohol Abuse and Alcoholism, National Institutes of Health, Department of Health and Human Services. NIH Publication No. 98-4327. Rockville, MD: National Institutes of Health, 1998. http://pubs.niaaa.nih.gov/publications/economic-2000/index.htm#updated . The total cost of alcohol abuse in U.S. was \$184.6 billion in 1998.
119	Center for Disease Control and Prevention, "Conference Proceedings for Alcohol and Drug-Related Injuries," 2003, http://www.cdc.gov/ncipc/Spotlight/2003_Alcohol_Conference_Proceedings.htm , see also Ronald V. Maier, MD, FACS, "Controlling Alcohol Problems among Hospitalized Trauma Patients," <i>The Journal of TRAUMA Injury, Infection, and Critical Care</i> , 2005;59:S1-S2 (Section S1 from the Proceedings listed above) which indicates that 27% of the 20 million adults requiring emergency room care in 2000 would screen positive for alcohol use disorders or intoxication (that comes out to 5.4 million people).
120	"Prohibition in the United States," Wikipedia, http://en.wikipedia.org/wiki/Prohibition_in_the_United_States
121	The author knows this first hand because I smoked a pack of cigarettes a day for over twenty-two years finally quitting in 2003 when I moved to San Diego where virtually nobody smokes.
122	<i>The Insider</i> (Buena Vista Pictures, 1999) is a film relaying the true story of the <i>60 Minutes</i> television series program on the tobacco industry as told by a former industry executive Jeffrey Wigand. In this program, Jeffrey Wigand indicates that industry insiders referred to cigarettes as a "delivery system for nicotine." See also, Associated Press, "Nicotine Levels Rose 10 Percent in Last Six Years, Report Says," <i>New York Times</i> , August 31, 2006.
123	Larry Tye, <i>The Father of Spin: Edward L. Bernays and the Birth of Public Relations</i> , (Henry Holt & Co: NY 1998). See Chapter 2, "Lighting Up America" pg 23-50.
124	Center for Disease Control, <i>Morbidity and Mortality Weekly Report</i> , April 12, 2002, Vol. 51, No. 14, pg 300-3, "Annual Smoking – Attributable Mortality, Years of Potential Life Lost, and Economic Costs - United States,

	1995-1999, http://www.cdc.gov/mmwrR/preview/mmwrhtml/mm5114a2.htm
125	Center for Disease Control, <i>Tobacco Information and Prevention Source (TIPS)</i> , “Adult Cigarette Smoking in the United States: Current Estimates,” Updated November 2006, http://www.cdc.gov/tobacco/data_statistics/Factsheets/adult_cig_smoking.htm
126	Michael Janofsky, “Big Tobacco, In Court Again. But the Stock Is Still Up,” <i>New York Times</i> , August 14, 2005.
127	See FAQ’s, Cannabis.com, http://www.cannabis.com/faqs/about_cannabis_FAQ/index.html
128	National Organization for the Reform of Marijuana Laws (NORML), “NORML Report on Sixty Years of Marijuana Prohibition in the U.S.” http://www.norml.org/index.cfm?Group_ID=4428
129	NORML, “Special Release: 30 Years after Nixon’s Marijuana Commission Advocated Decriminalization, Report Findings are Still Valid Nixon Never Read His Own Report, President Bush Should,” March 18, 2002. This report indicates that in 2001, 700,000 Americans were arrested for marijuana charges. http://www.norml.org/index.cfm?Group_ID=5049
130	NORML, “NORML Report on Sixty Years of Marijuana Prohibition in the U.S.” This report was published in 1997 http://www.norml.org/index.cfm?Group_ID=4428
131	“The Report of the National Commission on Marihuana and Drug Abuse, Marihuana: A Signal of Misunderstanding,” Commissioned by President Richard M. Nixon, March, 1972, http://www.druglibrary.org/schaffer/library/studies/nc/ncmenu.htm
132	Kevin Zeese, AlterNet.org “Once-secret Nixon Tapes Show Why the U.S. Outlawed Pot,” March 21, 2002. (The 30 th anniversary of the Shafer Commission Report was March 22, 2002.) This article is based on a report from Common Sense for Drug Policy called, “Nixon Tapes how Roots of Marijuana Prohibition: Misinformation, Culture Wars and Prejudice,” that was based on actual taped conversations from Nixon. http://www.csdp.org/news/news/nixon.htm
133	Thomas Y. Canby, <i>Our Changing Earth</i> , (National Geographic Society Book Div:DC 1994) Chapter 2, “The Evolving Environment,” pg 30-51
134	Matt Rosenberg, Basic Earth Facts, <i>About:Geography</i> , http://geography.about.com/od/learnabouttheearth/a/earthfacts.htm (accessed 04-25-07)
135	Thomas Y. Canby, <i>Our Changing Earth</i> , (National Geographic Society Book Div:DC 1994) Chapter 2, “The Evolving Environment,” pgs 41, 48
136	NASA Solar System Exploration website, Earth: Facts and Figures (http://sse.jpl.nasa.gov/planets/profile.cfm?Object=Earth&Display=Facts) gives the radius of Earth at the equator of 6378 kilometers or a diameter of 12,756 km. “Biosphere,” <i>Wikipedia</i> , http://sse.jpl.nasa.gov/planets/profile.cfm?Object=Earth&Display=Facts gives the minimum thickness of the Earth’s biosphere as ranging from 9000 below sea level to 5500 meters above sea level or 14,500 meters. If you scaled the Earth to a globe the size of a basketball (a NBA ball has a diameter of 9.23 inches or 23.45 cm), the relative thickness of the biosphere would be 0.000264 meters or 0.264mm. Assuming a sheet of paper (24lb bond) is 0.12mm thick, the biosphere on this globe model would be about the same thickness as two sheets of paper.
137	Carl Sagan, <i>Cosmos</i> , 7-disk Collector Edition DVD, Studio City, CA: Cosmos Studios, Inc. 2000, Episode 1: Shores of the Cosmic Ocean. Also, see “Eratosthenes,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Eratosthenes .
138	World Book Encyclopedia and Learning Resources, Earth: The Living Planet, Worldbook.com, http://www.worldbook.com/features/earth/html/index.htm . See Exploring Earth, Earth’s Size and Shape

	(Accessed 4-25-07)
139	NASA Solar System Exploration website, Earth: Facts and Figures (http://sse.jpl.nasa.gov/planets/profile.cfm?Object=Earth&Display=Facts)
140	Matt Rosenberg, "Basic Earth Facts" and "The Speed of the Earth", <i>About:Geography</i> , http://geography.about.com/od/learnabouttheearth/a/earthfacts.htm (accessed 04-25-07) & http://geography.about.com/od/learnabouttheearth/a/earthspeed.htm .
141	Elisabeth Rosenthal and Andrew C. Revkin, "Science Panel Calls Global Warming 'Unequivocal'," <i>New York Times</i> , February 3, 2007. Also, see Davis Guggenheim, Dir., <i>An Inconvenient Truth</i> , Paramount Classics, 2006 with Al Gore. This motion picture presents compelling evidence and unanimous agreement among "peer reviewed" papers in the scientific community that global warming is real and caused by human activity. See, "An Inconvenient Truth," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/An_Inconvenient_Truth for a more complete description of this vital documentary.
142	Thomas Y. Canby, <i>Our Changing Earth</i> , (National Geographic Society Book Div:DC 1994) pg 68-72
143	"United States embargo against Cuba," <i>Wikipedia</i> , (accessed 4-26-07) http://en.wikipedia.org/wiki/United_States_embargo_against_Cuba
144	M. Amir Ali, Ph.D., "Lifting the Iraq Embargo after Almost 2 Million Deaths," May 28, 2003, http://www.ilaam.net/War/IraqEmbargo.html
145	"Gulf War," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Gulf_War . See section, "Infrastructure Bombing." See also, Howard Zinn, <i>A People's History of the United States: 1492 to present</i> (Revised and Updated Edition), (HarperCollins:NY 1995) pg 586
146	Rahul Mahajan, "We Think the Price is Worth It: Media uncurious about Iraq Policy's effects, there or here," <i>Extra!</i> , November/December 2001, Fairness & Accuracy in Reporting (FAIR), http://www.fair.org/index.php?page=1084 .
147	"Future Energy Development," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Future_energy_development . This article indicates that fossil fuels, solar power, wind power, ocean thermal and hydropower are all energy sources that originated from energy given off by the sun. Tidal, nuclear and geothermal power, are energy sources that do not originate directly from the sun.
148	"Charcoal," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Charcoal .
149	PBS, "Extreme Oil," Series originally aired September 2004. http://www.pbs.org/wnet/extremeoil/ See oil development timeline in, "The Evolution of a Valuable Resource," http://www.pbs.org/wnet/extremeoil/history/index.html
150	Kevin Phillips, <i>Wealth and Democracy</i> , (Broadway Books: NY 2002) pg 85, chart 2.10, "The Thirty Richest Americans and Families of 1968"
151	"Fossil Fuel," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Fossil_fuel
152	Elisabeth Rosenthal and Andrew C. Revkin, "Science Panel Calls Global Warming 'Unequivocal'," <i>New York Times</i> , February 3, 2007. See also, "The Heat is On" <i>National Geographic Magazine</i> , (Washington DC: September 2004) pg 2-75 including Tim Appenzeller and Dennis R. Dimick, "Introduction," (pg 2), Daniel Glick, "GeoSigns" (pg 12), Fen Montaigne, "EcoSigns" (pg 34) and Virginia Morell, "TimeSigns," (pg 56)
153	<i>BBC News Online</i> , bbc.co.uk , "Climate Change: The Big Emitters," July 4, 2005, http://news.bbc.co.uk/1/hi/sci/tech/3143798.stm . "The U.S. emits more, absolutely and per head, than any other country – although it also produces more wealth."

154	Energy Information Administration, "Inventory of Electric Utility Power Plants in the United States 2000," (U.S. Dept. of Energy: 2002) http://www.eia.doe.gov/cneaf/electricity/ipp/ipp_sum.html .
155	Nuclear power generation has advantages and some feel that it should be the future of power generation in the U.S. See, Neil M. Cabreza, "Nuclear Power vs. Other Sources of Power," Dept. of Nuclear Engineering, University of California, Berkeley, CA (NE-161 Report), http://www.nuc.berkeley.edu/thyd/ne161/ncabreza/sources.html Many others believe that nuclear power is inherently more complicated (and therefore prone to serious accidents), subject to large cost overruns and inherently more expensive and dangerous than alternatives for producing electricity. See, Worldwatch Institute, "Nuclear Industry: Headed for a Meltdown?," June 15, 2006, http://www.worldwatch.org/node/4124 .
156	Michael Parfit, "Powering the Future," <i>National Geographic Magazine</i> , (Washington D.C.: August 2005) pg 2-31.
157	Don Van Natta, Jr and Nella Banerjee, "Top G.O.P donors in Energy Industry Met Cheney Panel," (New York Times, March 1, 2002), "Documents Show Energy Official Met Only With Industry Leaders," (New York Times, March 27, 2002) and "Energy Industry's Recommendations to Bush Became National Policy," (New York Times, March 28, 2002).
158	Jad Mouawad, "Big Oil's Burden of Too Much Cash," (New York Times, February 12, 2005)
159	Joseph Kahn, "Californians Call Enron Documents the Smoking Gun," (New York Times, May 8, 2002. For the more complete story, see, Alex Gibney, <i>Enron: The Smartest Guys in the Room</i> , Magnolia Pictures, 2005, DVD. http://www.enronmovie.com/ .
160	Mark Clayton, "Global Boom in Coal Power – and Emissions," (The Christian Science Monitor/CSmonitor.com, March 22, 2007. http://www.csmonitor.com/2007/0322/p01s04-wogi.html . This Monitor analysis shows the potential for an extra 1.2 billion tons of carbon released into the atmosphere per year from new coal fired plants in the U.S. and the world.
161	"Charles Darwin," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Charles_Darwin
162	"Evolution," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Evolution
163	"Genetics," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Genetics
164	David Quammen, "Darwin's Big Idea," <i>National Geographic Magazine</i> , (Washington D.C.: November 2004) pg 2-34. See also, Carl Sagan, <i>Cosmos</i> , 7-Disc Collector's Edition DVD, (Studio City, CA: Cosmos Studios, Inc. 2000) www.carlsagan.com . See "Episode 2: Voice in the Cosmic Fugue." In this episode, Sagan uses the example of crabs fished for centuries in a particular part of Japan. Generations of fisherman repeatedly threw back all the crabs that had a shell that resembled a Samurai warrior. Over the centuries, this "natural selection" process has driven the crabs in this region to evolve shells that look just like Samurai warriors.
165	Christopher King, "Cell (biology)," <i>Microsoft Encarta Online Encyclopedia 2007</i> , http://encarta.msn.com/encyclopedia_761568585/Cell_(biology).html
166	"Microorganism," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Microbes
167	"Synapsid," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Synapsid
168	"Timeline of Evolution," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Timeline_of_evolution

169	“Bird,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Birds . Also, see “Are Birds Really Dinosaurs?,” <i>DinoBuzz</i> (Current Topics Concerning Dinosaurs) (Accessed 05-11-07) http://www.ucmp.berkeley.edu/diapsids/avians.html
170	“Primate,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Primate . See also, “Primate,” <i>Encyclopedia Britannica Deluxe Edition 2004</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)
171	“Human Evolution,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_evolution See also, Jim Foley, “Fossil Hominids: The Evidence for Human Evolution,” <i>The TalkOrigins Archive</i> , 2006 http://www.talkorigins.org/faqs/homs/ and “Hominid Species.” http://www.talkorigins.org/faqs/homs/species.html
172	Jennifer Ackerman, “Downside of Upright,” <i>National Geographic Magazine</i> , (Washington D.C.: July 2006) pg 126. See also, “Human Evolution,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_evolution
173	“Timeline of Evolution,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Timeline_of_evolution
174	Stephen Oppenheimer, <i>The Real Eve: Modern Man’s Journey Out of Africa</i> , (Carrol & Graf Publishers: NY 2004) pg 37. This source gives the origin date for the Real Eve as around 200,000 years ago. “Timeline of Evolution,” <i>Wikipedia</i> , puts the date at 160,000 years ago
175	James Shreeve, “The Greatest Journey,” <i>National Geographic Magazine</i> , (Washington D.C.: March 2006) pg 61-69. Also see, “Early Insights from the Human DNA Sequence,” <i>The Human Genome Project and Beyond</i> , http://www.ornl.gov/sci/techresources/Human_Genome/publicat/primer2001/4.shtml
176	John Pickrell, “Chimps Belong on Human Branch of Family Tree, Study Says,” <i>National Geographic News</i> , May 20, 2003, <i>NationalGeographic.com</i> http://news.nationalgeographic.com/news/2003/05/0520_030520_chimpanzees.html . Also, see “Human Evolution,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_evolution
177	“Functional and Comparative Genomics Fact Sheet,” <i>genomics.energy.gov</i> , U.S Department of Energy http://www.ornl.gov/sci/techresources/Human_Genome/faq/compgen.shtml
178	Stan D. Wullschleger, Ph.D., Oak Ridge National Laboratory, via email dated 05-14-07. Dr. Wullschleger was listed as a Department of Energy technical contact regarding the genome project for the Black Cottonwood tree (<i>Populus trichocarpa</i>). Dr. Wullschleger was asked what the similarity was between the human genome and this tree. This information was not available but Dr. Wullschleger provided the figure of 70% genome similarity between humans and the wild mustard plant <i>Arabidopsis thaliana</i> . Dr. Wullschleger’s Oak Ridge National Laboratory website is located at http://www.esd.ornl.gov/people/wullschleger/wullschleger.html .
179	“List of Sequenced Eukaryotic Genomes,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/List_of_sequenced_eukaryotic_genomes
180	“Extinction,” <i>Answers.com</i> , Science and Technology Encyclopedia, McGraw Hill Professional, http://www.answers.com/topic/extinction
181	“The Encyclopedia of Life,” http://www.eol.org/home.html . This emerging project is designed to make information on all 1.8 million known species of plants and animals available on the same website via this constantly evolving encyclopedia-based website.
182	Christopher King, B.A., M.J., “Cell (biology),” <i>MSN Encarta On-line Encyclopedia 2007</i> , http://encarta.msn.com/text_761568585_0/Cell_(biology).html gives the number of cells in a human body at 20 to 30 trillion cells. “Human Biology,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_biology gives the number cells in a human body at 100 trillion but says that there is little consensus on the precise number and estimates vary widely.

183	“Extinction,” <i>Answers.com</i> , Science and Technology Encyclopedia, McGraw Hill Professional, http://www.answers.com/topic/extinction
184	Karen E. Lange, “From Wolf to Woof: The Evolution of Dogs,” <i>National Geographic Magazine</i> (Washington D.C.: January 2002). http://www7.nationalgeographic.com/ngm/data/2002/01/01/html/ft_20020101.1.html#biblio See also, Wolf To Woof, The Story of Dogs website, http://www.wolf2woof.com
185	“The Cambrian Explosion,” <i>PBS Evolution Library</i> , WGBH Educational Foundation and Clear Blue Sky Productions, Inc., 2001 http://www.pbs.org/wgbh/evolution/library/03/4/l_034_02.html
186	“Dinosaur,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Dinosaur (accessed 05-16-07)
187	“Extinction event,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Extinction_event (accessed 05-16-07)
188	“Timeline of evolution,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Timeline_of_evolution . This article gives the specific timeframe for evolutionary events and these timeframes were calculated into their minute and second conversions based on 4.6 billion years (age of earth) equaling 1 hour, 60 minutes or 3600 seconds. In this scheme, 1 billion years equals about 13 minutes,
189	Carl Sagan, <i>Cosmos</i> , 7-disk Collector Edition DVD, Studio City, CA: Cosmos Studios, Inc. 2000, Episode 2: Voice in the Cosmic Fugue. Carl Sagan says that there are 10's of billions of organic molecules but only 50 are used regularly – these same fifty are identical in all plants and animals on the planet.
190	<i>Evolution</i> , Boxed set (4 DVDs), WGBH Educational Foundation and Blue Sky Productions, 2001, Show 2: Great Transformations. See pbs.org for more details http://www.pbs.org/wgbh/evolution/change/index.html
191	“Great Transformations: The Evolution of Whales, Discovery of Whale Legs and Pelvis, PBS Nova, “Evolution: Triumph of an Idea,” WGBH Boston, PBS Television, 2001. See photographs at: http://www.edwardtbabinski.us/whales/evolution_of_whales/segment_03.html
192	Charles Darwin, <i>The Descent of Man and Selection in Relation to Sex</i> , 1871
193	“Sexual Selection,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Sexual_selection
194	Matt Ridley, “Essay: The Advantages of Sex,” Adapted for PBS.org website with permission from <i>New Scientist</i> , December 4, 1993, No. 1902. http://www.pbs.org/wgbh/evolution/sex/advantage/index.html
195	<i>Evolution</i> , Boxed set (4 DVDs), WGBH Educational Foundation and Blue Sky Productions, 2001, Show 5: Why Sex. Also, see pbs.org, Evolution Library, “Tale of the Peacock” http://www.pbs.org/wgbh/evolution/library/01/6/l_016_09.html
196	“Trivia about the human body,” <i>Cosinet.com</i> , http://www.corsinet.com/trivia/h-triv.html . The largest cell in the human body is the female ovum, or egg cell. It is about 1/180 inch in diameter. The smallest cell in the human body is the male sperm. It takes about 175,000 sperm cells to weigh as much as a single egg cell. Also see, “What is the largest cell in the human’s body?” Singapore Science Centre, ScienceNet, http://www.science.edu.sg/ssc/detailed.jsp?artid=6075&type=6&root=4&parent=4&cat=42
197	Campbell, Joseph, <i>The Power of Myth w/ Bill Moyers</i> , 6-Volume Video, New York: Mystic Fire Video, 1990, “Program 5: Love and the Goddess,” www.mysticfire.com . Also see, Marija Gimutas, “Grandmother of a movement,” http://www.carnaval.com/goddess/ and her books, Marija Gimutas, <i>The Language of the Goddess</i> , (1989) and <i>The Civilization of the Goddess</i> (1991)
198	Bob Nye, <i>Sexuality</i> , Oxford University Press, 1999, for brief review of this book see, http://oregonstate.edu/dept/ncs/newsarch/1999/Oct99/sexual.htm
199	Sheri & Bob Stritof, “History of Marriage,” <i>About.com</i> , http://marriage.about.com/cs/generalhistory/a/marriagehistory.htm (accessed 05-19-07)

200	Campbell, Joseph, <i>The Power of Myth w/ Bill Moyers</i> , 6-Volume Video, New York: Mystic Fire Video, 1990, "Program 5: Love and the Goddess," www.mysticfire.com .
201	"Veronica Franco," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Veronica_Franco . Also see, Georgina Masson, <i>Courtesans of the Italian Renaissance</i> , Cox and Wymann Limited. London, 1975 http://www.english.uga.edu/cdesmet/jason/court.htm
202	"Exponential Growth," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Exponential_growth (accessed 05-22-06)
203	"Fertile Crescent," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Fertile_Crescent (accessed 5-22-06)
204	"Beer Brewing Paralleled the Rise of Civilization," <i>NationalGeographic.com</i> , http://news.nationalgeographic.com/news/2001/04/0424_kurtbeer.html
205	"Ancient Fertile Crescent Almost Gone, Satellite Images Show." <i>NationalGeographic.com</i> , http://news.nationalgeographic.com/news/2001/05/0518_crescent_2.html (acc. 05-22-06)
206	This is the author's simplified definition of morality. For a far more complete discussion of the topic, see, "Morality," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Morality
207	"Free Market," <i>Dictionary.com</i> , http://dictionary.reference.com/browse/free%20market (accessed 05-21-08)
208	"Free market" <i>Reference.com</i> . <i>Wikipedia</i> , the free encyclopedia. http://www.reference.com/browse/wiki/Free_market (accessed 05- 21-08).
209	"The Market in Economic Doctrine and History," <i>Encyclopedia Britannica Deluxe Edition 2004</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)
210	Smith, Adam, <i>Wealth of Nations</i> , New York, NY: Bantam Dell, 2003, 5 th Edition, Introduction by Alan B. Krueger, (xi)
211	Smith, Adam, <i>Wealth of Nations</i> , New York, NY: Bantam Dell, 2003, 5 th Edition, (572) "As every individual, therefore, endeavors as much as he can both to employ his capital in the support of domestic industry, and so to direct that industry that its produce may be of the greatest value; every individual necessarily labors to render the annual revenue of the society as great as he can. He generally, indeed, neither intends to promote the public interest, nor knows how much he is promoting it. By preferring the support of domestic to that of foreign industry, he intends only his own security; and by directing that industry in such a manner as its produce may be of the greatest value, he intends only his own gain, and he is in this, as in many other cases, led by an invisible hand to promote an end which was no part of his intention. Nor is it always the worse for the society that it was no part of it. By pursuing his own interest he frequently promotes that of the society more effectually than when he really intends to promote it. I have never known much good done by those who affected to trade for the public good."
212	Smith, Adam, <i>Wealth of Nations</i> , New York, NY: Bantam Dell, 2003, 5 th Edition, Introduction by Alan B. Krueger, (xii)
213	Smith, Adam, <i>Wealth of Nations</i> , New York, NY: Bantam Dell, 2003, 5 th Edition, (934)
214	The issue of the use of bovine growth hormone (BGH) and Monsanto influencing Fox News is informative on this point. See Duffy, Jon, <i>BGH Bulletin</i> , http://www.foxbghsuit.com/ . Also see, Bakan, Joel, <i>The Corporation</i> DVD, Zeitgeist Films, 2005, (Chapter 17, Unsettling Accounts)
215	"Freemasons," <i>Encyclopedia Britannica Deluxe Edition 2004</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)

216	"List of Freemasons," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/List_of_Freemasons#W , (accessed 05-21-08)
217	"Freemasonry," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Freemasonry (accessed 05-21-08)
218	"Generation," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Generation (accessed 05-22-08)
219	Oppenheimer, Stephen, <i>The Real Eve: Modern Man's Journey Out of Africa</i> , New York: Carroll & Graf Publishers, 2004, (16)
220	Ackerman, Jennifer, "Food: How Altered?" <i>National Geographic Magazine</i> , May 2002 Electronically published on at http://science.nationalgeographic.com/science/article/food-how-altered.html (accessed 05-22-08)
221	Lendman, Stephen, "Potential Health Hazards of Genetically Engineered Foods," <i>Global Research</i> , February 22, 2008, http://www.globalresearch.ca/index.php?context=va&aid=8148 (accessed 05-22-08)
222	"New Study Finds Thousands of Field Tests of Genetically Engineered Crops Across the U.S." U.S. Public Interest Research Group, June 14, 2001, Press Release (The report, Raising Risk: Field Testing of Genetically Engineered crops in the U.S. can be accessed at: http://www.calpirg.org/home/reports/report-archives/financial-privacy--security/financial-privacy--security/raising-risk--field-testing-of-genetically-engineered-crops-in-the-united-states)
223	Lorentzen, Amy, "One-Billionth Acre of Biotech Seed Planted," <i>Yahoo News – Associated Press</i> , May 10-2005
224	This strategy of globalization is disclosed by former economic hit man, John Perkins in his book: Perkins, John, <i>Confessions of an Economic Hit Man</i> , San Francisco: Berrett-Koehler Publishers, 2004
225	"globalization" <i>The American Heritage® Dictionary of the English Language</i> , Fourth Edition. Houghton Mifflin Company, 2004. 29 Jul. 2008. <Dictionary.com http://dictionary.reference.com/browse/globalization >.
226	Smith, Adam, <i>Wealth of Nations</i> , 5 th edition, New York, NY: Bantam Dell, 2003, (525)
227	Chomsky, Noam, <i>Powers and Prospects: Reflections on Human Nature and the Social Order</i> , Cambridge, MA: South End Press, 1996. (77)
228	Korten, David C., <i>When Corporations Rule the World</i> , 2 nd Edition, Bloomfield, CT: Kumarian Press & San Francisco, CA, Berrett-Koehler Publishers, 2001 (45-46)
229	Harrison, Cassion, dir., <i>Empires – The Greeks: Crucible of Civilization</i> , DVD, Paramount Home Video, 2005.
230	Churchill, Winston www.brainyquote.com accessed 8/7/08 http://www.brainyquote.com/quotes/quotes/w/winstonchu380864.html
231	Parenti, Michael, "The Manufacture of History," Cassette, Berkeley, CA 10/03/98. Speech recorded by David Barsamian, Alternative Radio, Boulder, CO 2001 (www.alternativeradio.org)
232	Sedgwick, Jeffery "Statement of Jeffrey Sedgwick, Director Bureau of Justice Statistics Before the Committee on the Judiciary United States Senate Concerning The Cost of Crime: Understanding the Financial Impact of Criminal Activity, June 27, 2006" (http://judiciary.senate.gov/print_testimony.cfm?id=2068&wit_id=5748)

	(accessed 08-12-08) (Page 2)
233	Kane, John & Wall, April D., "The 2005 National Public Survey on White Collar Crime," Fairmount, WV / National White Collar Crime Center, 2006 (http://www.nw3c.org)
234	Oppenheimer, Stephen, <i>The Real Eve: Modern Man's Journey Out of Africa</i> , New York, NY: Carroll & Graf Publishers, 2004 (Page 16)
235	Oppenheimer, Stephen, <i>The Real Eve: Modern Man's Journey Out of Africa</i> , New York, NY: Carroll & Graf Publishers, 2004 (198-199)
236	James Shreeve, "The Greatest Journey," <i>National Geographic Magazine</i> , (Washington D.C.: March 2006) pg 61-69. Also see, "Early Insights from the Human DNA Sequence," <i>The Human Genome Project and Beyond</i> , http://www.ornl.gov/sci/techresources/Human_Genome/publicat/primer2001/4.shtml (Same as note 175)
237	John Pickrell, "Chimps Belong on Human Branch of Family Tree, Study Says," <i>National Geographic News</i> , May 20, 2003, <i>NationalGeographic.com</i> http://news.nationalgeographic.com/news/2003/05/0520_030520_chimpanzees.html . Also, see "Human Evolution," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_evolution (Same as note 176) "Human Evolution," Microsoft® Encarta® Online Encyclopedia 2008, http://encarta.msn.com gives the degree of similarity in genes between humans and chimpanzees as 99.5%.
238	"Functional and Comparative Genomics Fact Sheet," <i>genomics.energy.gov</i> , U.S Department of Energy http://www.ornl.gov/sci/techresources/Human_Genome/faq/compngen.shtml (Same note as 177)
239	Stan D. Wullschleger, Ph.D., Oak Ridge National Laboratory, via email dated 05-14-07. Dr. Wullschleger was listed as a Department of Energy technical contact regarding the genome project for the Black Cottonwood tree (<i>Populus trichocarpa</i>). Dr. Wullschleger was asked what the similarity was between the human genome and this tree. This information was not available but Dr. Wullschleger provided the figure of 70% genome similarity between humans and the wild mustard plant <i>Arabidopsis thaliana</i> . Dr. Wullschleger's Oak Ridge National Laboratory website is located at http://www.esd.ornl.gov/people/wullschleger/wullschleger.html . (Same note as 178)
240	Potts, Richard B. B.A., Ph.D., "Human Evolution," <i>MSN Encarta Online Encyclopedia 2008</i> , http://encarta.msn.com/encyclopedia_761566394_14/Human_Evolution.html (Accessed 9-10-08)
241	"Bacteria," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Bacteria#Origin_and_early_evolution (Accessed 9-10-08)
242	"Eukaryote," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Eukaryotes#Origin_and_evolution , (Accessed 9-10-08)
243	Christopher King, B.A., M.J., "Cell (biology)," <i>MSN Encarta On-line Encyclopedia 2007</i> , http://encarta.msn.com/text_761568585_0/Cell_(biology).html
244	Christopher King, B.A., M.J., "Cell (biology)," <i>MSN Encarta On-line Encyclopedia 2007</i> , http://encarta.msn.com/text_761568585_0/Cell_(biology).html gives the number of cells in a human body at 20 to 30 trillion cells. "Human Biology," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Human_biology gives the number cells in a human body at 100 trillion but says that there is little consensus on the precise number and estimates vary widely. Sagan, Carl, "Cosmos," (New York: Random House, 1980), 31 give the number of cells in the human body as

	100 trillion. (Same note as 92)
245	“List of Distinct Cell Types in the Adult Human Body,” Wikipedia, http://en.wikipedia.org/wiki/Human_cell (accessed 9-10-08)
246	“List of Bones of the Human Skeleton,” Wikipedia, http://en.wikipedia.org/wiki/Human_bones (accessed 9-10-08)
247	Houska, Robert, “Re: if you were to stretch all the body's blood vessels end to end, how many,” MadSciNetwork, http://www.madsci.org/posts/archives/1999-01/916069852.An.r.html “The exact answer to your question is dependent upon which anatomy textbook one refers to. I've seen the estimate range from 50,000 to 100,000 miles. Go to: http://www.sln.fi.edu/biosci/heart.html and click on vessels. You'll see it stated that there are over 60,000 miles (97,000 kilometers) of blood vessels in a child's body and close to 100,000 miles (161,000 kilometers) in an adult's.” “Chapter 4: Blood Vessels and Aging: The Rest of the Journey,” U.S. National Institutes of Health, National Institute on Aging (accessed 9-10-08) http://www.nia.nih.gov/HealthInformation/Publications/AgingHeartsandArteries/chapter04.htm “Stretched end-to-end, the arteries, veins, and other vessels of the human circulatory system would measure about 60,000 miles.”
248	Potts, Richard B. B.A., Ph.D., “Human Evolution,” <i>MSN Encarta Online Encyclopedia 2008</i> , http://encarta.msn.com/encyclopedia_761566394_14/Human_Evolution.html (E.1.Language, E.2.Art, E.3 Religion)(Accessed 9-10-08)
249	Parenti, Michael, “Imperialism 101” http://www.michaelparenti.org/Imperialism101.html (Accessed 9-10-08)
250	James Shreeve, “The Greatest Journey,” <i>National Geographic Magazine</i> , (Washington D.C.: March 2006) pg 61-69. Also see, “Early Insights from the Human DNA Sequence,” <i>The Human Genome Project and Beyond</i> , http://www.ornl.gov/sci/techresources/Human_Genome/publicat/primer2001/4.shtml (Same as note 175)
251	“Population History of Indigenous Peoples,” Wikipedia, http://en.wikipedia.org/wiki/Population_history_of_American_indigenous_peoples (accessed 9-10-08)
252	“Eschatology,” Wikipedia, http://en.wikipedia.org/wiki/Eschatology (accessed 9-10-08) “Post Tribulation Rapture,” Wikipedia, http://en.wikipedia.org/wiki/Post_Tribulation_Rapture
253	Adam Smith, <i>Wealth of Nations</i> , (New York, NY: Bantam Dell, 2003), 5 th Edition, Introduction by Alan B. Krueger, (xi) Adam Smith's tomb of economic theory was first published in 1776.
254	Joel Bakan, <i>The Corporation: The Pathological Pursuit of Profit and Power</i> (NY: Free Press, 2004) 9 “Thomas Necomen (1663 – 1729), BBC Home, Historic Figures http://www.bbc.co.uk/history/historic_figures/newcomen_thomas.shtml (accessed 9-11-08)
255	Morton J. Horwitz, <i>The Transformation of American Law 1780-1860</i> , (Harvard 1977) 112. (Same note as 39)
256	“Six Steps for Nonviolent Social Change,” The King Center, Programs & Services http://www.thekingcenter.org/prog/non/6steps.html (Accessed 9-11-08)
257	Dr. Martin Luther King, Jr., “Beyond Vietnam – A Time To Break Silence,” American Rhetoric Online Speech Bank, http://www.americanrhetoric.com/speeches/mlkatimetobreaksilence.htm
258	“Alexandria,” Wikipedia, http://en.wikipedia.org/wiki/Alexandria (Accessed 9-12-08)

259	"Hypatia of Alexandria," Wikipedia, http://en.wikipedia.org/wiki/Hypatia (Accessed 9-12-08)
260	John Tyler Bonner, M.A., Ph.D., D.Sc. "Life," <i>MSN Encarta On-line Encyclopedia 2008</i> , http://encarta.msn.com/text_761566326_0/Life.html
261	John D. Rummel, B.A., Ph.D., "Astrobiology," <i>MSN Encarta On-line Encyclopedia 2008</i> , http://encarta.msn.com/encyclopedia_761563487/Astrobiology.html
262	Christopher King, B.A., M.J., "Cell (biology)," <i>MSN Encarta On-line Encyclopedia 2008</i> http://encarta.msn.com/encyclopedia_761568585/Cell_(biology).html
263	"Timeline of Evolution," Wikipedia, http://en.wikipedia.org/wiki/Timeline_of_evolution (Accessed 9-18-08)
264	"Eukaryote," Wikipedia, http://en.wikipedia.org/wiki/Eukaryote (Accessed 9-18-08)
265	Doug Kinnear, "What Lies Beyond," YouTube, http://www.youtube.com/watch?v=wmr_Qlvmwls This is a short speech from the author about lies that people tell each other
266	John Conyers, "George W. Bush versus the Constitution – The Downing Street Memos and Deception, Manipulation, Torture, Retribution, and Coverups in the Iraq War and Illegal Domestic Spying" (Chicago: Academy Chicago Publishers 2006) Page 43 -79
267	Vincent Bugliosi, <i>The Prosecution of George W. Bush for Murder</i> , (New York: Vanguard Press, 2008) 100-136, The First Lie George Bush Told the American People and 137-150, The Second Lie George Bush Told the American People"
268	The Official Site of the Presidential Medal of Freedom, MedalofFreedom.com, http://www.medaloffreedom.com/GeorgeTenet.htm
269	Ward Rutherford, <i>Hitler's Propaganda Machine</i> (London: Bison Books 1978) 88
270	"John O'Sullivan," Wikipedia, http://en.wikipedia.org/wiki/John_L._O'Sullivan (Accessed 09-23-08)
271	Howard Zinn, <i>A People's History of the United States</i> , (New York: HarperPerennial 1995) 153
272	"Star Wars Returns," EnviroVideo, (Ft. Tilden, NY 2001), Envirovideo.com, VHS Senator Bob Smith's words were transcribed from an interview appearing on this video.
273	The concept of map and territory was introduced to me by lecturer and philosopher, Alan Watts and appears in numerous places in his writings and teachings. See: http://www.alanwatts.com/aw_story.html
274	Morgan Spurlock, Writer & Director, "Supersize Me" 2004 DVD is a award-winning documentary about Morgan's personal experience of eating only McDonald's food for 30 days.
275	"NS Media Intelligence Reports U.S. Advertising Expenditures Declined 1.6 Percent in First Half 2008," TNS Media Intelligence, http://www.tns-mi.com/news/09242008.htm (Accessed 9-25-08) This report indicates the top 10 advertisers (Procter & Gamble, Verizon, GM, AT&T, News Corp, Time Warner, Johnson & Johnson, Walt Disney, Pepsico & Kraft Foods) spent \$8.4 billion dollars in the first six months of 2008).
276	"Who Owns the Media?" Freepress.net, http://www.freepress.net/ownership/chart/main (Accessed 9-25-08)

277	“History of Cable Television,” National Cable & Telecommunications Association http://www.ncta.com/About/About/HistoryofCableTelevision.aspx
278	“Bovine somatotropin,” Wikipedia, http://en.wikipedia.org/wiki/Bovine_Growth_Hormone (Accessed 9-25-08) In 1996, Fox Channel 13 in Tampa, FL was going to air an investigative report on Bovine Growth Hormone (BGH) until pressure was applied by Monsanto who was the maker of rGBH and a very large advertiser on Fox. This story is mentioned briefly in the Wikipedia article and is covered more in depth in <i>The Corporation</i> DVD, Mark Achbar, Zeitgeist Films 2005
279	Adam Curtis, “Century of the Self,” BBC DVD 2002 (see Wikipedia summary at http://en.wikipedia.org/wiki/Century_of_the_self This DVD chronicles the rise of Edward L. Bernays, nephew of Sigmund Freud, and the development of advertising and propaganda techniques based on Freud’s theories of the human sub-conscious. Bernays’ work formed the basis of the modern advertising and public relations (propaganda) industry in the U.S.
280	“Advertising to Children,” Wikipedia, http://en.wikipedia.org/wiki/Advertising_to_children (Accessed 9-25-08)
281	I remember growing up with athletic arenas that were given names like Candlestick Park, Dodger Stadium, Hampton Coliseum, and others. Almost all athletic arenas are now named after corporations, like Staples Center, 3-Comm Park, Florida Power Park, PetCo Field and many others.
282	Ryan J. Foley, “Donors bid millions NOT to rename school, Associated Press, Yahoo News, November 4, 2007 Naming rights has become such a sensitive issue that 13 alumni at the University of Wisconsin, donated \$85 million to keep anyone from changing the name of their business school.
283	I lived 12 years in the St. Petersburg/Tampa area and it was wall-to-wall strip malls, store signs and billboards. I lived in Honolulu, HI in the late 1980’s and moved to San Diego, CA in 2003 - both of these areas have heavy restrictions on store signage and billboards are practically non-existent.
284	McChesney, Robert W., <i>The Problem of the Media: U.S. Communications Politics in the 21st Century</i> , (New York: Monthly Review Press, 2002), 21
285	Bagdikian, Ben H., <i>The Media Monopoly</i> , 6 th Edition, (Boston: Beacon Press 2000), xxi
286	Bagdikian, Ben, “The Media: And Then There Were Six”, Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
287	Bagdikian, Ben, “The Media: And Then There Were Six”, Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
288	Chomsky, Noam and Edwards, Herman, <i>Manufacturing Consent</i> , (New York: Pantheon Books 1988, 2002), 2
289	McChesney, Robert W., <i>The Problem of the Media: U.S. Communications Politics in the 21st Century</i> , (New York: Monthly Review Press, 2002), 11
290	Bagdikian, Ben, “The Media: And Then There Were Six”, Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
291	Leopold, Jason, “Bush and Harken,” <i>The Nation</i> , July 18, 2002 http://www.thenation.com/doc/20020722/leopold20020718 (accessed 2-17-09) Tran, Mark, “Bush and Harken Energy,” <i>The Guardian</i> , July 10, 2002 http://www.guardian.co.uk/world/2002/jul/10/qanda.usa (accessed 2-17-09)
292	Jacques, Martin, “Oil and troubled waters: Martin Jacques is intrigued, if a little disturbed, by <i>House of Bush, House of Saud</i> , Craig Unger’s investigation into America’s foreign relations,” <i>The Guardian</i> , July 31, 2004 http://www.guardian.co.uk/books/2004/jul/31/highereducation.news (accessed 2-17-09)

293	Bagdikian, Ben H., <i>The Media Monopoly</i> , 6 th Edition, (Boston: Beacon Press, 2000), xviii
294	Boehlert, Eric, "How the Press Rolled Over for Bush: Media Critic Eric Boehlert Takes on the Corporate Media," <i>DemocracyNow.org</i> , June 7, 2006 http://www.democracynow.org/2006/6/7/how_the_press_rolled_over_for (accessed 2-17-09)
295	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 52
296	Gordon, Michael R and Miller Judith, "Threats and Responses: The Iraqis; U.S. Says Hussein Intensifies Quest for A-Bomb Parts," <i>New York Times</i> , September 8, 2002 http://query.nytimes.com/gst/health/article-printpage.html?res=9402EFDEIE3EF93BA3575AC0A9649C8B63 (accessed 2-17-09)
297	Barstow, David, Broad, William J., and Gerth, Jeff, "THE NUCLEAR CARD: The Aluminum Tube Story -- A special report.; How White House Embraced Suspect Iraq Arms Intelligence," <i>New York Times</i> , October 3, 2004 http://query.nytimes.com/gst/fullpage.html?res=9907E1D61038F930A35753CIA9629C8B63 (accessed 2-17-09)
298	Wallsten, Peter, Hamburger, Tom and Meyer, Josh, "FBI is Taking Another Look at Forged Prewar Intelligence," <i>Los Angeles Times</i> , December 3, 2005 http://articles.latimes.com/2005/dec/03/nation/na-niger3 (accessed 2-17-09)
299	U.S. House of Representatives Committee on Government Reform – Minority Staff Special Investigations Division, "Iraq on the Record: The Bush Administration's Public Statements on Iraq," March 16, 2004, ii http://oversight.house.gov/IraqOnTheRecord/ (accessed 2-17-09)
300	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 51
301	Stauber, John and Sheldon Rampton, <i>Toxic Sludge is Good For You!: Lies, Damn Lies and The Public Relations Industry</i> , (Monroe, MN: Common Courage Press, 1995), 173
302	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 6
303	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 144
304	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 6
305	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 145
306	Chomsky, Noam and Edwards, Herman, <i>Manufacturing Consent</i> , (New York: Pantheon Books 1988, 2002), 260
307	Chomsky, Noam and Edwards, Herman, <i>Manufacturing Consent</i> , (New York: Pantheon Books 1988, 2002), 263
308	Chomsky, Noam and Edwards, Herman, <i>Manufacturing Consent</i> , (New York: Pantheon Books 1988, 2002), 300
309	Halpin, John; Heidbreder, James; Lloyd, Mark; Woodhull, Paul; Scott, Ben; Silver, Josh; Turner, S. Derek, "The Structural Imbalance of Political Talk Radio," A Joint Report by <i>The Center for American Progress and Free Press</i> , June 21, 2007 http://www.americanprogress.org/issues/2007/06/talk_radio.html

310	Rendall, Steve, "The Fairness Doctrine: How We Lost It and Why We Need It Back," <i>Common Dreams.org</i> , http://www.fair.org/index.php?page=2053 , 2 (accessed 2-18-09)
311	Rendall, Steve, "The Fairness Doctrine: How We Lost It and Why We Need It Back," <i>Common Dreams.org</i> , February 12, 2005 http://www.fair.org/index.php?page=2053 , 2 (accessed 2-18-09)
312	Fitzpatrick, Brian, "Unmasking the Myths Behind the Fairness Doctrine," Culture and Media Institute, (date not shown) http://www.cultureandmediainstitute.org/specialreports/2008/Fairness_Doctrine/FairnessDoctrine_FullReport.htm
313	McChesney, Robert W., <i>The Problem of the Media: U.S. Communications Politics in the 21st Century</i> , (New York: Monthly Review Press, 2002), 100
314	Willis, Jim, <i>The Media Effect: How the News Influences Politics and Government</i> , (Westport, CT: Praeger Publishers, 2007), 53
315	Bagdikian, Ben H., <i>The Media Monopoly</i> , 6 th Edition, (Boston: Beacon Press, 2000), 169
316	Bagdikian, Ben H., <i>The Media Monopoly</i> , 6 th Edition, (Boston: Beacon Press, 2000), 173
317	"Who Owns the Media," Freepress.net http://freepress.net/ownership/chart/main (accessed 2-18-19)
318	"Galileo Galilei," <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Galileo_Galilei , (accessed 2-24-09)
319	"Carnegie Commission on Educational Television, Summary, 1967," <i>Public Broadcasting PolicyBase</i> , http://www.current.org/pbbp/carnegie/CarnegieSummary.html , (accessed 2-24-09)
320	"Carnegie Commission on Educational Television, Summary, 1967," <i>Public Broadcasting PolicyBase</i> , http://www.current.org/pbbp/carnegie/CarnegieSummary.html , Item 10, Page 4 (accessed 2-24-09)
321	The Inflation Calculator, http://www.westegg.com/inflation/ (accessed 2-24-09)
322	Barsamian, David, <i>The Decline and Fall of Public Broadcasting</i> , (Cambridge, MA: South End Press 2001) 23
323	Ickes, L.R.(editor), <i>Public Broadcasting in America</i> (New York: Novinka Books 2006) 13
324	Ickes, L.R.(editor), <i>Public Broadcasting in America</i> (New York: Novinka Books 2006) 13
325	Barsamian, David, <i>The Decline and Fall of Public Broadcasting</i> , (Cambridge, MA: South End Press 2001) 25-26
326	Ickes, L.R.(editor), <i>Public Broadcasting in America</i> (New York: Novinka Books 2006) 3
327	Ickes, L.R.(editor), <i>Public Broadcasting in America</i> (New York: Novinka Books 2006) 13
328	Barsamian, David, <i>The Decline and Fall of Public Broadcasting</i> , (Cambridge, MA: South End Press 2001) vii

329	Barsamian, David, <i>The Decline and Fall of Public Broadcasting</i> , (Cambridge, MA: South End Press 2001) 33
330	Ickes, L.R.(editor), <i>Public Broadcasting in America</i> (New York: Novinka Books 2006) 17
331	Barsamian, David, <i>The Decline and Fall of Public Broadcasting</i> , (Cambridge, MA: South End Press 2001) 40-45
332	“Thomas Jefferson on Politics & Government,” 51. Freedom of the Press. <i>University of Virginia Library</i> http://etext.virginia.edu/jefferson/quotations/jeff1600.htm (accessed 2/24/09)
333	“Sick Around the World: Can the U.S. Learn Anything from the Rest of the World about How to Run a Health Care System,” <i>Frontline</i> , PBS - WGBH, April 15, 2008, (features T.R. Reid) http://www.pbs.org/wgbh/pages/frontline/sickaroundtheworld/
334	“Medical Bills Leading Cause of Bankruptcy, Harvard Study Finds,” <i>ConsumerAffairs.com</i> , February 3, 2005 http://www.consumeraffairs.com/news04/2005/bankruptcy_study.html (accessed 3-5-09)
335	“To Err is Human: Building a Safer Health System,” <i>Institute of Medicine</i> , November 1, 1999 http://www.iom.edu/CMS/8089/5575.aspx (accessed 03-05-09)
336	Wachter, Robert M., “The End Of The Beginning: Patient Safety Five Years after ‘To Err is Human’,” <i>Health Affairs</i> , November 30, 2004 http://content.healthaffairs.org/cgi/content/full/hlthaff.w4.534/DC1 (accessed 03-05-09)
337	“Smoking-Attributable Mortality, Years of Potential Life Lost, and Productivity Losses --- United States, 2000—2004,” Center for Disease Control (CDC), <i>Morbidity and Mortality Weekly Report (MMWR)</i> , November 14, 2008 http://www.cdc.gov/mmwr/preview/mmwrhtml/mm5745a3.htm (accessed 03-05-08)
338	“Deaths-Leading Causes,” <i>CDC National Center for Health Statistics – Fast Facts A – Z</i> http://www.cdc.gov/nchs/fastats/lcod.htm (accessed 03/05/09)
339	“Preventing Heart Disease,” <i>American College of Cardiology</i> , March 12, 20002 http://www.acc.org/media/patient/chd/preventing.htm (accessed 03/05/09) Hobson, Katherine, “The Latest Thinking on Preventing Cancer,” <i>U.S News and World Report</i> , October 23, 2008 http://health.usnews.com/articles/health/cancer/2008/10/23/the-latest-thinking-on-preventing-cancer.html (accessed 03/05/09) “Brain Basics: Preventing Stroke,” <i>National Institute of Neurological Disorders and Stroke (NINDS)</i> , http://www.ninds.nih.gov/disorders/stroke/preventing_stroke.htm (accessed 03/05/09)
340	“Metaphysics” <i>Encyclopedia Britannica Deluxe Edition 2004</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)
341	“Metaphysics” <i>Encyclopedia Britannica Deluxe Edition 2004</i> , CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)
342	Arntz, William; Chasse, Betsy; Vicente Mark, dirs, <i>What The Bleep Do We Know</i> , DVD, Fox Home Entertainment, March 15, 2005
343	Sagan, Carl, <i>Cosmos</i> , (New York, NY: Random House, 1980) 218
344	Sagan, Carl, <i>Cosmos</i> , (New York, NY: Random House, 1980) 218
345	“Neutrinos,” <i>Wikipedia</i> , http://en.wikipedia.org/wiki/Neutrino (accessed 03-10-09)
346	“So What is String Theory Then? <i>The Official String Theory Website</i> , (www.superstringtheory.com) http://www.superstringtheory.com/basics/basic4.html (accessed 03-10-09)

347	Sagan, Carl, "Cosmos," (New York: Random House, 1980), 31 give the number of cells in the human body as 100 trillion. (Same note as 92)
348	Sagan, Carl, "Cosmos," (New York: Random House, 1980), 219
349	Restak, Richard, <i>Mysteries of the Human Mind</i> , (Washington D.C.: National Geographic Society, 2000) 86
350	Ferguson, Marilyn, <i>The Aquarian Conspiracy: Personal and Social Transformation in the 1980s</i> , (Los Angeles: J.P. Tarcher, Inc., 1980) 182
351	

Bibliography

- Abbott, Jennifer, Mark Achbar and Joel Bakan, dir., *The Corporation*, Big Picture Media Corp, 2004.
- Achbar, Mark and Peter Wintonic, Directors, *Manufacturing Consent: Noam Chomsky and the Media*, DVD, Zeitgeist Video, 2002
- Achenbach, Joel. "Fire and Ice: Big Rocks, Raging Volcanoes and a Big Chill." *National Geographic* (Apr. 2003): Who Knew? dept.
- Achenbach, Joel. "Dino-size: Why Were Dinosaurs So Humongous." *National Geographic* (July 2005): Who Knew? dept.
- Achenbach, Joel. "Flesh & Bone: A New Generation of Scientists Brings Dinosaurs Back to Life." *National Geographic* (Mar. 2003): 2-23
- Achenbach, Joel. "Lost Routes: The Maps Might Lie Inside Us." *National Geographic* (Dec. 2003): Who Knew? dept.
- Achenbach, Joel. "Please Pass The Sugar: With a Grain of Salt." *National Geographic* (Aug. 2004): Who Knew? dept.
- Achenbach, Joel. "Strung Out: Everything – Even You – Is Made of Little Strings." *National Geographic* (Sept. 2004): Who Knew? dept.
- Achenbach, Joel. "You Feel That? It's Not Hard to Fool Your Sense of Touch." *National Geographic* (Jan. 2005): Who Knew? dept.
- Ahmad, Eqbal, "Terrorism: Their's & Ours", Recorded in Boulder, CO on October 12, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Allen, James, *As a Man Thinketh*, White Plains, NY: Peter Pauper Press, Inc., n.d.
- Andreas, Joel. *Addicted To War: Why The U.S. Can't Kick Militarism*. Oakland, CA: AK Press, 2002.
- Appenzeller, Tim and Dennis R. Dimick. "Signs From Earth: Heating Up, Melting Down." *National Geographic* (Sept. 2004): 2-12
- Appenzeller, Tim. "The End of Cheap Oil." *National Geographic* (June 2004): 80-109
- Bagdikian, Ben, "The Media: And Then There Were Six", Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Bagdikian, Ben H., *The Media Monopoly*, 6th Edition, Boston: Beacon Press 2000
- Bakan, Joel, *The Corporation: The Pathological Pursuit of Profit and Power*, First Free Press Paperback Ed., New York: Free Press, 2005.
- Bakan, Joel, *The Corporation*, Zeitgeist Films Limited, 2005 DVD,
- Baker, Kevin. "We're In The Army Now: The G.O.P.'s Plan to Militarize Our Culture." *Harper's* (Oct. 2003): 35-46

- Barsamian, David and Noam Chomsky, *Propaganda and the Public Mind: Conversations with Noam Chomsky*, Cambridge, MA South End Press, 2001.
- Barsamian, David, *The Decline and Fall of Public Broadcasting*, Cambridge, MA: South End Press, 2001.
- Beattie, Melody, *Co-dependent No More*, New York: HarperCollins, 1987.
- Bernays, Edward L., *Propaganda*, New York: Horace Liveright, 1928
- Bradshaw, John, *Bradshaw On: The Family*, Deerfield Beach, FL: Health Communications, Inc., 1988.
- Butler, Smedley D., *War is a Racket*, 1935, Reprint, Los Angeles: Feral House, 2003.
- Campbell, Joseph, *Mythos*, DVD, Wellspring, 2002
- Campbell, Joseph, *The Power of Myth w/ Bill Moyers*, 6-Volume Video, New York: Mystic Fire Video, 1990. www.mysticfire.com
- Chomsky, Noam, "Democracy & Education", Recorded in Chicago, IL on October 19, 1994 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Chomsky, Noam, "Propaganda and Control of the Public Mind" (CD), Harvard Trade Union Program, Cambridge, MA, February 7, 1997 AK Press Audio
- Chomsky, Noam, "Prospects for Democracy", Recorded live at MIT, 1994, AK Press
- Chomsky, Noam, "Taking Control of Our Lives", Recorded in Albuquerque, NM on February 26, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Chomsky, Noam, "The Tyranny of Corporations", Recorded at Woods Hole, MA on June 22, 1995 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Chomsky, Noam, "Thought Control & Democracy", Recorded April 6, 1988 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Chomsky, Noam, *9-11*, New York: Seven Stories Press, 2002
- Chomsky, Noam, *Distorted Morality: America's War on Terrorism*, DVD, WEA Corp, 2003.
- Chomsky, Noam, *Media Control: The Spectacular Achievements of Propaganda*, 2nd Ed., New York: Seven Stories Press, 2002.
- Chomsky, Noam, *The Common Good*, 2nd Printing, Interviewed by David Barsamian, Comp. and ed. by Arthur Naiman, Monroe, MN: 1999
- Chomsky, Noam and Edwards, Herman, *Manufacturing Consent*, New York: Pantheon Books 1988, 2002
- Cobb, David, "The History of Corporate Power", Recorded in Florida, 2000
- Cockburn, Alexander, "The CIA, Drugs & the Media", Recorded in Madison, WI on September 30, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Cohen, Jeff, "The Myth of the Liberal Media" Recorded in Eugene, OR on February 12, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Commoner, Barry. "Unraveling The DNA Myth: The Spurious Foundation of Genetic Engineering." *Harper's* (Feb. 2002): 39-47

- Conwell, Russell H., *Acres of Diamonds*, 4th printing, Old Tappan, NJ: Fleming H. Revell Co., 1979.
- Cowen, Ron. "Galaxy Hunters: The Search for Cosmic Dawn." *National Geographic* (Feb. 2003): 2-29.
- Danaher, Kevin, "Corporate Accounting vs. Corporate Accountability", Recorded in Boulder, CO on March 11, 1999 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Derber, Charles, "Corporate Nation", Recorded in Boulder, CO on April 30, 1999 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Dorrel, Frank, *What I've Learned Bout U.S. Foreign Policy: The War Against the Third World*, A video compilation, DVD, Culver City, CA: Frank Dorrel www.addictedtowar.com
- Douglas, Susan, "Media Representations of Woman", Recorded in Taos, NM on April 16, 1999 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Dreyfus, Robert. "The Thirty Year Inch." *Mother Jones* (Mar/Apr 2003): 41-45
- Dumanoski, Dianne, "Hormonal Havoc", Recorded in Boulder, CO on April 18, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Edwards, Paul and Sarah, *Finding Your Perfect Work: The New Career Guide to Making a Living, Creating a Life*, New York: Jeremy P. Tarcher, 1996
- Ellul, Jacques, *Propaganda: The Formation of Men's Attitudes*, Reprint of the 1965 ed., New York: Vintage Books, 1973
- Encyclopedia Britannica Deluxe Edition 2004*, CD-ROM, Chicago: Encyclopedia Britannica, 2004. (Mac/Win)
- Encyclopedia Britannica Profiles World Religions*, CD-ROM, Chicago: Encyclopedia Britannica, 2003. (Mac/Win)
- Evolution* –Boxed Set (4-DVDs), WGBH PUBSN, 2002
- Ferguson, Marilyn, *The Aquarian Conspiracy: Personal and Social Transformation in the 1980s*, Los Angeles: J.P. Tarcher, Inc., 1980.
- Fleisher, Carol L., dir., *Why Dogs Smile and Chimpanzees Cry*, DVD, Artisian Entertainment, 2000.
- Frankl, Viktor E., *Man's Search for Meaning*, 1984 ed., Boston, MA: Beacon Press 1985
- Gagnon, Bruce, "Beyond Star Wars", Recorded in Eugene, OR on October 21, 2001 by David Barsamian, Alternative Radio, Boulder, Co www.alternativeradio.com
- Gelbspan, Ross, "Global Warming: The Heat Is On", Recorded in Portland, OR on May 4, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Glasser, William, M.D. and Carleen Glasser, M.Ed.. *The Language of Choice Theory*, New York: HarperCollins, 1998.
- Glasser, William, M.D., *Choice Theory: A New Psychology of Personal Freedom*, New York: HarperCollins, 1999.
- Glick, Daniel. "Geo Signs: The Big Thaw." *National Geographic* (Sept. 2004) 13-33

- Goodman, Amy and David Goodman, *The Exception to the Rulers: Exposing Oily Politicians, War Profiteers, and the Media That Love Them*, New York: Hyperion, 2004.
- Gordon, Joy. "Cool War: Economic Sanctions as a Weapon of Mass Destruction." *Harper's* (Nov. 2002): 43-49
- Gore, Rick. "The Rise of Mammals: Adapting, Evolving, Surviving." *National Geographic* (Apr. 2003): 2-37
- Gore, Rick. "Who Were The Phoenicians?: New Clues from Ancient Bones and Modern Blood." *National Geographic* (Oct. 2004): 26-49
- Greenwald, Robert, dir., *Uncovered: The Whole Truth About the Iraqi War*, DVD, The Disinformation Company, 2003
- Greenwald, Robert, *Outfoxed: Rupert Murdoch's War on Journalism*, DVD, The Disinformation Company, 2004
- Grossman, Richard, "Challenging Corporate Power", Recorded in Provincetown, MA on August 23, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Grossman, Richard, "Revoking Corporate Charters", Recorded in Boulder, CO on February 13, 1997 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Grove, Noel, *Atlas of World History*, Washington D.C.: National Geographic Society, 1997.
- Guinier, Lani, "Educational Opportunity & Democracy", Recorded in Madison, WI on February 11, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Hallinan, Joseph T., *Going Up The River: Travels in a Prison Nation*, New York: Random House, 2001.
- Harrison, Cassion, dir., *Empires – The Greeks: Crucible of Civilization*, DVD, Paramount Home Video, 2005.
- Harriss, Maxine and Sheldon Rochliln, Prod, dir & ed., *Sukhavati: Place of Bliss, A Mythic Journey with Joseph Campbell*, DVD, New York: Mystic Fire Video, www.mysticfire.com
- Hill, Napoleon, *Think and Grow Rich*, First Ballantine Books Edition, New York: Random House, 1983.
- Holmes, Ernest and Willis Kinnear, *Thoughts are Things*, 2nd ed., Deerfield Beach, FL: Health Communications, 1999.
- Hooks, Bell, *Where We Stand: Class Matters*, London: Routledge, 2000.
- Horwitz, Morton J., *The Transformation of American Law 1870-1960: The Crisis of Legal Orthodoxy*, New York: Oxford University Press, 1992
- Jensen, Derrick, *A Language Older Than Words*, New York: Context Books, 2000. www.contextbooks.com
- Johnson, Chalmers, *Blowback: The Costs and Consequences of American Empire*, First Owl Books Ed. 2001, Reissued, New York: Henry Holt and Co, 2004.
- Johnson, Chalmers. "The War Business: Squeezing the Profit From The Wreckage in Iran." *Harper's* (Nov. 2003): 53-58

- Junkerman, John, dir., *Power and Terror – Noam Chomsky in Our Times*, DVD, First Run Features, 2003
- Klesius, Michael. “Wings of Change.” *National Geographic* (Dec. 2003): 2-32.
- Korten, David, “From Corporate Rule to Civil Society”, Recorded in Seattle, WA on May 15, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Korten, David, “Post-Corporate World”, Recorded in Edmonton, Alberta on November 12, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Kozol, Johathan, “Race & Class in Pubic Education”, Recorded in Albany, NY on October 17, 1997 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Kozol, Jonathan, “Savage Inequalities”, Recorded in Poughkeepsie, NY in September 1991 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Lee, Martin, “The CIA & LSD: Acid Dreams”, Recorded in Menlo Park, CA on September 13, 1997 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Leitch, Donovan and Rebecca Chaiklin, dir., *The Party’s Over*, Film Movement, 2001.
- Lewis, Charles and Bill Allison, *The Cheating of America: How Tax Avoidance and Evasion by the Super Rich Are Costing the Country Billions-and What You Can Do About It*, New York: William Morrow, 2001
- Life, *100 Photographs That Changed The World*, New York: Time Inc., Volume 3, No. 5, 2003.
- Loader, Jane and Pierce Rafferty, dir., *The Atomic Café*, DVD, New Video Group, 2002
- Luoma, Jon R. “Water For Profit: The Price of Water.” *Mother Jones* (Nov/Dec 2002): 35-55
- Machiavelli, Niccolo, *The Prince*, Trans and ed. Angelo M. Codevilla, Binghamton, NY: Vail-Ballou Press, 1997.
- Manning, Richard. “The Oil We Eat: Following The Food Chain Back To Iraq.” *Harper’s* (Feb. 2004): 37-45
- Markels Alex. “Prevailing Winds.” *Mother Jones* (Jul/Aug 2002): 38-43
- Marx, Karl and Friedrich Engels, *The Communist Manifesto*, The sesquicentennial ed., New York: New American Library, 1998.
- McChesney, Robert W., *The Problem of the Media: U.S. Communications Politics in the 21st Century*, New York: Monthly Review Press, 2002.
- Montaigne, Fen. “Eco Signs: No Room To Run.” *National Geographic* (Sept. 2004) 34-55
- Moore, Michael, *Dude, Where’s My Country?*, New York: Warner Books, Inc., 2003.
- Moore, Michael, *Stupid White Men: and Other Sorry Excuses for the State of the Nation*, New York: HarperCollins, 2001.
- Morell, Virginia. “Time Signs: Now What?” *National Geographic* (Sept. 2004) 56-75
- Morris, Errol, dir., *The Fog of War – Eleven Lessons from the Life of Robert S. McNamara*, DVD, Columbia Tristar Home Video, 2004
- Moyers, Bill, *Trade Secrets: A Moyers Report*, Video, Public Affairs Television, 2001. www.films.com

- Nader, Ralph, "Renewable Energy", Recorded in Amherst, WI on June 20, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Newman, Cathy. "Why Are We So Fat?" *National Geographic* (Aug. 2004): 46-61.
- Palast, Greg, *The Best Democracy Money Can Buy: An Investigative Reporter Exposes the Truth about Globalization, Corporate Cons, and High Finance Fraudsters*, London: Pluto Press, 2002.
- Palest, Greg. "Resolved To Ruin: The World Bank/IMF Takeover in Four Easy Steps." *Harper's* (Mar. 2003): 48-51
- Parenti, Michael, "Globalization & Imperialism", Recorded in Columbus, OH on November 10, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Parenti, Michael, "History as Mystery", Recorded in Berkeley, CA on May 15, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Parenti, Michael, "The Hidden Ideology of the Mass Media", Recorded in Burlington, VT on April 9, 1997 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Parenti, Michael, "The Manufacture of History", Recorded in Berkeley, CA on October 3, 1998 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Parenti, Michael, "Imperialism, Drugs & Social Control", Recorded in Boulder, CO on November 4, 1990 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Parfit, Michael. "Future Power: Where Will The World Get its Next Energy Fix." *National Geographic* Aug. 2005: 2-31
- Parfit, Michael. "Water: The Power, Promise and Turmoil of North America's Fresh Water." *National Geographic Special Edition* (Nov 1993)
- Peck, M. Scott, M.D., *The Road Less Traveled: A New Psychology of Love Transitional Values and Spiritual Growth*, New York: Simon & Schuster, 1978
- Pena, Nonny de la, dir., *Unconstitutional: The War on our Civil Liberties*, DVD, The Disinformation Company, 2004.
- Perkins, John, *Confessions of an Economic Hit Man*, San Francisco: Berrett -Koehler Publishers, 2004.
- Piven, Frances Fox, "The Politics of the Rich & Poor", Recorded in Eugene, OR on February 29, 2000 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Piven, Frances Fox, "Why Americans Still Don't Vote", Recorded in New York, NY on February 13, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Pratkanis, Anthony and Elliot Aronson, *Age of Propaganda: The Everyday Use and Abuse of Persuasion*, New York: W.H. Freeman and Co., 2001.
- Quammen, David. "Was Darwin Wrong? No. The Evidence for Evolution is Overwhelming." *National Geographic* (Nov. 2004): 4-35
- Rampton, Sheldon and John Stauber, *Trust Us, We're Experts: How Industry Manipulates Science and Gambles with Your Future*, New York: Jeremy P. Tarcher/Putnam, 2001.

- Reid, T.S. "Caffeine: It's the World's Most Popular Psychoactive Drug." *National Geographic* (Jan. 2005): 2-32
- Restak, Richard, *Mysteries of the Human Mind*, Washington D.C.: National Geographic Society, 2000.
- Rhodes, Richard. "Living With The Bomb." *National Geographic* (Aug. 2005): 98-113
- Robbin
- Rutherford, Ward, *Hitler's Propaganda Machine*. London: Bison Books Ltd., 1978.
- Sagan, Carl, *Cosmos*, 7-Disc Collector's Edition DVD, Studio City, CA: Cosmos Studios, Inc. 2000. www.carlsagan.com
- Said, Edward, "Origins of Terrorism", Interviewed September 24, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Schlosser, Eric, *Fast Food Nation: The Dark Side of the All-American Meal*, Boston: Houghton Mifflin Co., 2001
- Schultz, Heidi. "Making It Snappy." *National Geographic* (Sept. 2004): Who Knew? dept.
- Scott, Peter Dale, "The Politics of Global Drug Trafficking", Recorded in Durango, CO by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Sekler, Joan and Richar Rap Perez, dir., *Unprecedented – 2000 Presidential Election*, DVD, Sony Music (Video), 2003
- Shenk, David, "Watching You: The World of High Tech Surveillance." *National Geographic* (Nov. 2003): 2-29
- Shorris, Earl. "Ignoble Liars: Leo Strauss, George Bush, and the Philosophy of Mass Deception." *Harper's* (June 2004): 65-71
- Shreeve, James, "Beyond the Brain." *National Geographic* (March 2005): 2-29
- Smith, Adam, *Wealth of Nations*, New York, NY: Bantam Dell, 2003, 5th Edition
- Stauber, John and Sheldon Rampton, *Toxic Sludge is Good For You!: Lies, Damn Lies and The Public Relations Industry*, Monroe, MN: Common Courage Press, 1995.
- Stauber, John, "Lies, Dam Lies & Public Relations", Recorded in Madison, WI on February 8, 1997 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Stephen Hawking's Universe*, DVD, Paramount Home Video, 2004
- Stockwell, John, "Inside the CIA", Recorded in Boulder, CO on April 9, 1989 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Suplee, Curt. "The Sun: Living With a Stormy Star." *National Geographic* (July 2004) 2-33
- Tarpy, Cliff. "Jewels in the Ash: China's Extraordinary Fossil Site." *National Geographic* Aug. 2005: 86-97
- The Visual Dictionary of the Human Body*, New York, DK Publishing, 1991.
- Time, *Atlas of the Body*, New York: Rand McNally, 1980.
- Tolle, Eckhart, *The Power of Now: A Guide to Spiritual Enlightenment*, Novato, CA: New World Library, 1999

- Tracy, Brian, *The Psychology of Achievement*, Nightingale Conant, 6-Cassette
- Tye, Larry, *The Father of Spin: Edward L. Bernays and the Birth of Public Relations*, First Owl Books Ed., New York: Henry Holt and Co., 2002.
- Urbina, Ian. "Stars and Stripes: The G.I.'s Uniform Sewn With Conviction." *Harper's* (Oct. 2003): 72-73
- Viviano, Frank. "Saudi Arabia: Kingdom on Edge." *National Geographic* (Oct. 2003): 2-41
- Weiss, Rick. "The Power to Divide." *National Geographic* (July 2005): 3-27.
- When Dinosaurs Roamed America*, DVD, Artisan Entertainment, 2003
- White, Robert and John Conyers (D-Mich) sponsored "CIA, Covert Actions & Drug Trafficking", seminar with Al McCoy, Peter Kornbluh and others held in Washington, D.C. on February 13, 1997, Recorded by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- World Almanac Video – *The Expanding Universe*, DVD, Image Entertainment, 2003
- Yoeman, Barry. "Soldiers of Good Fortune." *Mother Jones* (May/June 2003): 38-43, 92-93
- Yoeman, Barry. "Unhappy Meal." *Mother Jones* (Jan/Feb 2003): 42-45
- Young, Marilyn, "Vietnam: The Forever War", Recorded in New York, NY on January 19, 1993 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Zehra, Nasim, "Afghanistan, bin Laden and the Taliban", Recorded in Boulder, CO on October 2, 2001 by David Barsamian, Alternative Radio, Boulder, CO www.alternativeradio.com
- Zinn, Howard, *A People's History of the United States: 1492 to present*, Rev and Updated, New York, HarperCollins, 1995.
- Zinn, Howard, *Terrorism and War*, Ed. Anthony Arnove, New York: Seven Stories Press, 2002.
- Zwingle, Erla. "Italy Before the Romans." *National Geographic* (Jan. 2005): 52-77
- Jeffers, Susan, Ph.D., *Feel the Fear and Do It Anyway*, New York: Fawcett Combine, 1987
- Sullivan, Robert. "2000 Years of Christianity." *Life Magazine*, (Dec 1999): 50-68
- Greenspan, Stanley, M.D. w/ Nancy Breslau Lewis, *Building Healthy Minds: The Six Experiences That Create Intelligence and Emotional Growth in Babies and Young Children*, Cambridge, MA: Perseus Books 1999
- Blackford, Mansel G., *A History of Small Business in America*, 2nd ed. Chapel Hill, NC: University of North Carolina Press, 2003
- Montgomery, David, *The Fall of the House of Labor: The Workplace, the State, and American Labor Activism, 1865-1895*, Cambridge, MA: Cambridge University Press 1987, Reprinted 1999
- Oppenheimer, Stephen, *The Real Eve: Modern Man's Journey Out of Africa*, New York, NY: Carroll & Graf Publishers, 2004
- Sagan, Carl, *Cosmos*, New York, NY: Random House, 1980
- Conyers, John, Jr, *George Bush versus the U.S. Constitution*, Chicago, IL: Academy Chicago Publishers, 2006

- Bacevich, Andrew J., *The New American Militarism: How Americans are Seduced by War*, Oxford, NY: Oxford University Press, 2005
- Bugliosi, Vincent, *The Prosecution of George W. Bush for Murder*, Cambridge, MA: Vanguard Press, 2008
- Carroll, James, *The House of War: The Pentagon and the Disastrous Rise of American Power*, New York: Houghton Mifflin Company, 2006
- Curtis, Adam, *Century of the Self*, DVD, 2002, BBC
- Willis, Jim, *The Media Effect: How the News Influences Politics and Government*, Westport, CT: Praeger Publishers, 2007

Index of Topics

Acres of Diamonds	14	Authority	44
Activity vs. Accomplishment	14	Balance	15
Appearances	44	Bellwether	15
Approval	14	Bible	45
Arena	14	Blame	15
Asking	14	Blind Obedience	45
Assumptions	14	Bliss	15
Atom	44	Boycott	46
Attitude – Positive	15	Brain	46
Authentic	15	Bullies	47

Business Class	47	Cui Bono	68
Business, Small	48	Declaration of Independence	68
Cause and Effect	15	Delayed Gratification	18
Central Intelligence Agency	48	Demand	19
Change	51	Democracy	69
Chemical Industry	51	Democrats vs. Aristocrats	71
Child Abuse	52	Determination	19
Chimpanzee and Bonobos	53	Diffusion of Inventions & Innovations	19
Cold War	53	Disuse	19
College	16	Doctrine vs. Dogma	71
Colonialism	54	Double Bind	72
Commitment	16	Double Standard	19
Common Good	55	Dreams	20
Communications	16	Drugs	72
Compensation	17	Drugs – Alcohol	73
Compliments	17	Drugs - Cigarettes	73
Conceit	17	Drugs - Marijuana & Hemp	74
Contrast	17	Earth	74
Control	17	Education	75
Control vs. Choice	17	Embargos & Sanctions	76
Corporations – Background	55	Emotions	20
Corporations – Basic Structure	63	Empathy	20
Corporations - Centrally Planned Economy	64	Employees	77
Corporations – CEO Pay	64	Energy	77
Corporations – Corporate Culture	65	Enthusiasm	20
Corporations - Externalities	66	Evolution	78
Corporations – Legal Personhood	66	Evolution – The Process	80
Cost-benefit Analysis	66	Evolution - Examples	81
Counting & Perceiving	67	Evolution – Sexual Selection	81
Creation Event	68	Expectations	20
Creativity	18	Exponential Growth	83
Crime	87	Fair Play	21
Criticism	18	Faith	21

Familiarity Breeds Contempt	21	In Group vs. Out Group	89
Fear	21	Individualism vs. Collaboration	24
Fertile Crescent	83	Industrial Revolution	89
Flexible Morality	83	Initiative	24
Flow	21	Inner Voice	24
Forgiveness	21	Integrity	25
Free Market	83	Intentions	25
Freemasons	85	Jargon	25
Fun	22	Judgment	25
Generation	85	King, Dr. M L, Jr. – Civil Rights	91
Genetically Modified Organism	85	King, Dr. M L, Jr. – Non-violent protest	91
Giving	22	King, Dr. M L, Jr. – Vietnam	92
Glancing Blow	22	L's	25
Globalization	85	Lag Time	25
Goals	22	Lateral Thinking	26
Golden Rule	22	Leadership	26
Gratitude & Happiness	23	Learning Strategies	26
Greed	86	Level Playing Field	93
Gross Domestic Product	86	Library of Alexandria	93
Group Decisions	23	Life	94
Guilt	23	Life – Family	27
Habit	23	Life – Financial	29
Hands-on	23	Life – Love	27
Heroes	87	Life – Mental	27
History	87	Life – Personal	26
Honing	23	Life – Physical	28
Honor Among Thieves	87	Life – Sex	27
Hope	24	Life – Social	28
House of Cards	87	Life – Spiritual	27
Housekeeping	24	Life – Work	28
Human Being	87	Life – Yours	26
Hypocrisy	88	Listening	29
Imagination	24	Locus of Control	29
Imperialism	88		

Long Term	29	Nutrition	31
Love	29	Obfuscate	111
Lying	94	Oil Industry	112
Manifest Destiny	95	Organization	31
Manners	29	Pale Criminal	112
Map vs. Territory	96	Paradigm	32
McDonalds	96	Peace of Mind	32
Media – Advertising	96	People Types	32
Media – Commercial	97	Performance	32
Media – Public	102	Personal Power	32
Medical Care	104	Plan	32
Metaphysics	105	Plausible Deniability	112
Military Industrial Complex	106	PNAC	113
Military Pay	107	Point of View	33
Military Service	107	Political Power	114
Mind	30	Politics	114
Mind & Body Connection	30	Poverty vs. Wealth	115
Mission	30	Precautionary Principle	117
Mistakes	30	Precedent	33
Mixed Blessings	30	Prejudice	117
Mob Mentality	108	Prison Industrial Complex	118
Modeling	30	Privatization	118
Money & Wealth	108	Pro Choice	119
Moon	109	Problems	120
Mothering	109	Propaganda	120
Motivation	31	Propaganda – Techniques	122
Mutually Assured Destruction	109	Prosperity	33
National Interests	110	Public Campaign Finance	124
Natural Resources	110	Public Money	124
Nature	110	Quo Warranto	125
Noble Lie	110	R's	33
Now	31	Reading	33
Nuclear Power	110	Reciprocity	33
Nuclear Weapons	111	Relationships	33

Release	34	Star Wars	146
Religion	125	Stars	148
Religion – 3 Views of the World	129	Stress	37
Religion – Goddess	130	Style	37
Religion – Fundamentalism	130	Success	37
Renaissance	131	Sun	148
Republic	132	Synergy	38
Resistance	34	Tact	38
Responsibility	34	Talent	38
Rich	34	Taxes	148
Rome	132	Teamwork	38
Saudi Arabia	135	Technology	38
Scarcity vs. Plenty	35	Terrorism	149
Scopes Trial	137	Thank You Cards	38
Secular Humanism	138	The End Justifies The Means	150
Security Industrial Complex	139	The Prince	150
Self-concept	35	Thoughts	39
Self-confidence	35	Time Management	39
Self-esteem	35	Tongue	39
Self-knowledge	35	Torture	150
Self-talk	36	Tough Love	151
Senses and Perception	36	Trickle Down vs. Trickle Up	151
September 11, 2001	141	Trigger Mechanisms	151
Service	36	United Nations	151
Shame	37	US Foreign Policy	152
Sin	141	USA Patriot Act	153
Slavery	142	Values	40
Smedley D. Butler	142	Voting	154
Socialism & Communism	143	War	155
Solid	145	War - Victims	156
Sources	145	War - Weapons	156
Sovereignty	145	Water	157
Space Program	145	Water Pollution	158
Specialist vs. Generalist	37	We The People	159

Win Win vs. Win Loose	40
Winning At All Costs	159
Work	40
Working Class	159
World Bank & Economic Hit Men	160
World Goals	162
World View	162
Writing	162