

The background of the cover is a photograph of a man in a dark suit, light blue shirt, and patterned tie, standing with his arms crossed. Behind him is the Statue of Liberty, with the New York City skyline and water visible in the distance under a clear blue sky.

UWS

Magazine

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Alabama Shakes

NYPD Needs Legitimacy

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Jessica Alba: Becoming a Billionaire

They Studied Computer Programming

On Thursday, April 28th
Amazon CEO Jeff Bezos made
\$6 billion in 20 minutes

amazon

How was
your day?



Steve Wozniak

Co-founder of Apple,
the most valuable
company in the world.

He designed the Apple II,
the product that produced
the majority of company's
profits for the first 10 years.



Google

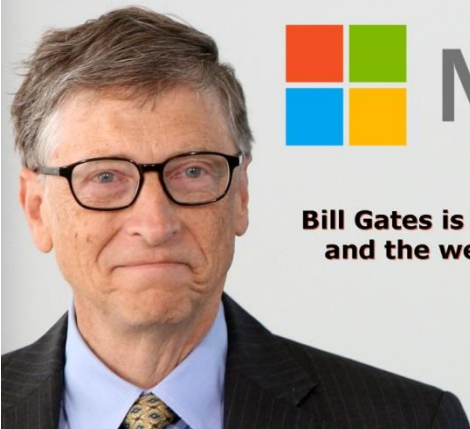
Larry Page & Sergey Brin

Founders of Google (Alphabet)
The second most valuable
company in the world



Microsoft

**Bill Gates is the co-founder of Microsoft
and the wealthiest man in the world**



facebook

Mark Zuckerberg

Facebook co-founder and CEO
became the youngest self-made
billionaire in history at age 23





Robert Nay at 14 years old built a #1 iPhone app called Bubble Ball.

Want Your Children to Succeed?

Teach Them Computer Programming!

We are using t-shirts to raise money to fund a computer programming class this summer.

For a \$35 donation receive a "Stop Mass Incarceration & Endless War" t-shirt.



Front

Back



To Donate Visit:

[GoFundMe.com/GeniusFarm](https://www.gofundme.com/GeniusFarm)

Our class uses simple interventions discovered by psychologists to close the achievement gap.

When it comes to technology skills, the U.S. came in last place — right below Poland. In addition, there was a significant racial difference with non-whites scoring below whites.

The Achievement Gap: For decades, educators have struggled to close the “achievement gap,” the persistent differences in test scores, grades and graduation rates among students of different races, ethnicities and, in some subjects, genders.

Psychologists are finding evidence that short, simple interventions can make a surprisingly large difference. We adopted some of these simple interventions in a class offered to local 5th-8th graders at Larchmont Library. We are raising money to expand this program.

\$6 Billion in 20 Minutes

I've made billions of dollars of failures at [Amazon.com](https://www.amazon.com). Literally billions of dollars of failures. You might remember Pets.com or Kosmo.com. It was like getting a root canal with no anesthesia. None of those things are fun. But they also don't matter.

What really matters is, companies that don't continue to experiment, companies that don't embrace failure, they eventually get in a desperate position where the only thing they can do is a Hail Mary bet at the very end of their corporate existence. Whereas companies that are making bets all along, even big bets, but not bet-the-company bets, prevail. I don't believe in bet-the-company bets. That's when you're desperate. That's the last thing you can do.

~ Jeff Bezos

According to *Fast Company*, on Thursday, April 28th, Amazon CEO Jeff Bezos made \$6 billion in 20 minutes, after reported earnings beat expectations. Most people know Amazon as an online retailer but it's collection of cloud computing services, Amazon Web Services or AWS, is Amazon's new profit engine. The unit's \$1.9 billion in operating profit in 2015 was close to the \$2.8 billion operating profit of the entire \$99 billion retail business even though AWS constitutes only about 10% of Amazon's overall revenues.

It is important to understand that AWS started off as a bit of an industry joke. How could an upstart bookseller possibly compete with real data specialists or persuade companies to outsource data storage? Yet that's what has happened. In Jeff Bezo's 2016 annual letter to shareholders, he wrote:

This year, Amazon became the fastest company ever to reach \$100 billion in annual sales. Also this year, Amazon Web Services is reaching \$10 billion in annual sales ... doing so at a pace even faster than Amazon achieved that milestone....

Most large organizations embrace the idea of invention, but are not willing to suffer the string of failed experiments necessary to get there. Outsized returns often come from betting against conventional wisdom, and conventional wisdom is usually right....

AWS, Marketplace and Prime are all examples of bold bets at Amazon that worked, and we're fortunate to have those three big pillars.

The amazing growth of AWS shows the importance of continual experimentation and big bets but more importantly it shows the importance of process. In his letter he also wrote, "Twenty years ago, I was driving boxes to the post office in my Chevy Blazer and dreaming of a forklift," and "no matter how good an entrepreneur you are, you're not going to build an all-composite 787 in your garage startup."

Jeff Bezos started Amazon by offering a real service to real customers in an industry that was primed for disruption. Amazon sold its first book in July 1995 and within a month, Amazon sold books in all 50 states and in over 45 countries. Within two months, Amazon's sales were over to \$20,000 a week.

Reversing Diabetes, Unemployment & Climate Change

A forum on building communities through urban agriculture

Wednesday, June 1st at 6:30pm

**New York
Covenant Church**

**500 Main Street
New Rochelle, NY**

**We will tour
Covenant's
Hydroponics
System**

Speaker

Karen Washington

Co-founder

Rise & Root Farm

Black Urban Growers

Board Member

Just Food

NYC Community

Garden Coalition

Awards

Ebony Magazine

Most Influential

James Beard

Leadership Award



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Karen Washington

[Karen Washington](#) is the co-founder of [Rise & Root Farm](#) in Orange County, NY, and a board member of the New York Botanical Gardens. She has spent decades promoting urban farming as a way for all New Yorkers to access to fresh, locally grown food.

As a member of the [La Familia Verde Community Garden Coalition](#), she helped launched a [City Farms Market](#), bringing garden fresh vegetables to her neighbors. Karen is a [Just Food](#) board member and Just Food Trainer, leading workshops on food growing and food justice for community gardeners all over the city. Karen is a board member and former president of the [New York City Community Garden Coalition](#), a group that was founded to preserve community gardens. She also co-founded [Black Urban Growers](#) (BUGS), an organization of volunteers committed to building networks and community support for growers in both urban and rural settings. In 2012 [Ebony magazine](#) voted her one of their 100 most influential African Americans in the country, and in 2014 she was awarded with the [James Beard Leadership Award](#).



Karen Washington, left, receives a 2010 National Medal for Museum and Library Service along with Gregory Long, director of the New York Botanical Garden, from First Lady Michelle Obama at the White House



According to [Local Dollars, Local Sense](#) by [Michael Shuman](#):

If you don't want poverty in your community, your businesses must pay living wages with decent benefits. And if you don't want polluted air, water, and land, your businesses must behave in environmentally sustainable ways.

For this reason, we are developing the Millionaire Healthy Living [Business Development Company](#) (BDC) that will prioritize spreading and replicating local business models with outstanding labor and environmental practices in the Metro New York area. As explained in [Investing Answers](#):

BDCs are similar to venture capital (VC) or [private equity](#) (PE) funds since they provide investors with a way to invest in small companies and participate in the [sale](#) of those investments. However, VC and PE [funds](#) are often closed to all but [wealthy](#) investors. BDCs, on the other hand, allow anyone who purchases a share to participate in this market.

One business model that we are looking at closely is a privately held, majority employee-owned American supermarket chain based in Boise, Idaho called [WinCo Foods](#). At one store in Corvallis, Oregon, the combined retirement savings of 130 employees roughly comes to an astounding \$100 million. And according to a [Forbes article](#):

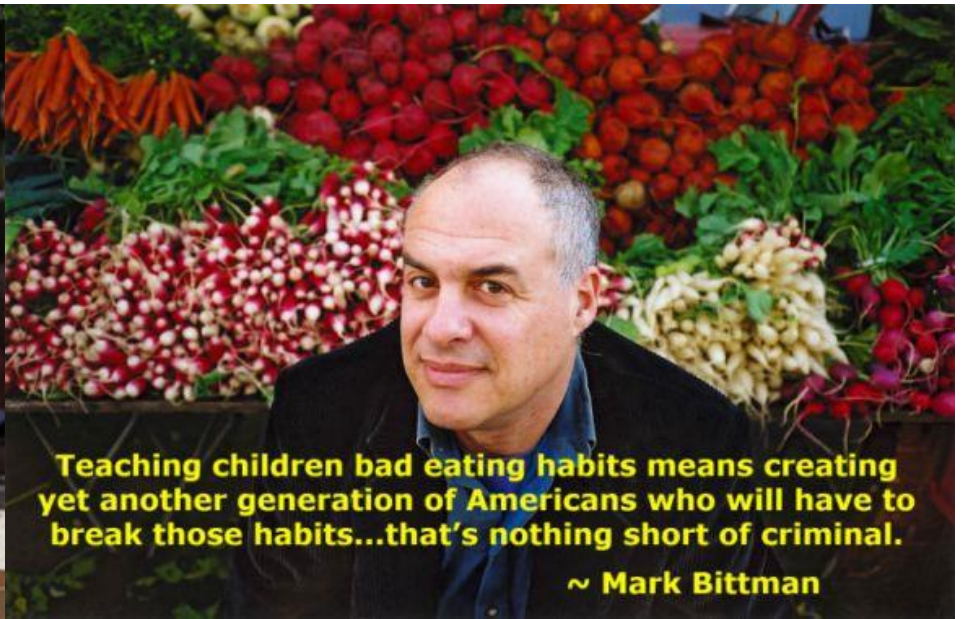
And that figure is growing rapidly, such that in a few years the average wealth of these employees could easily exceed \$1 million. Quite a few individual workers already have account balances above that level...

WinCo has more than 400 front line employees with more than \$1 million in their ESOP accounts and hundreds of retirees similarly well set. Each year, it sets aside an amount equal to about 20% of each employee's pay, in the form of stock, and the value of the underlying shares has risen rapidly, too.

Millionaire Healthy Living Business Development Company



[Most Americans in WinCo employee Cathy Burch, 42, situation have either no savings at all or an account such as a 401k containing less than \\$50,000, but Cathy owns almost a \\$1 million in stock. Cathy is seen here with her husband Kevin.](#)



We can train local people to feed our school children healthy meals.

Let's follow the example of DC Central Kitchen, where they prepare nearly 6,300 healthy, scratch-cooked breakfasts, lunches, and suppers each day for children at 10 public and private schools in Washington, DC. They are proving that healthy, scratch-cooked meals can be enjoyable for children, affordable for school districts, and valuable for teachers who need children to be nourished and focused.



President Barack Obama checks in on First Lady Michelle Obama and daughters Sasha and Malia as they prepare burritos while

Eating The Whole Farm

Had any mustard greens, cowpeas, buckwheat, kidney beans, barley, or millet lately? If not, you should be considering these crops as part of your diet.

Food is more than individual ingredients—it's a web of interconnected systems. Hence, we should follow the example of our ancestors and start eating the produce that the earth wants to give, instead of demanding that the earth cough up the items on our grocery lists.

This is what Dan Barber argues in his book *The Third Plate*. Dan is the executive chef and co-owner of Blue Hill, a restaurant and working farm in Pocantico Hills, New York. There is also a Blue Hill restaurant in Greenwich Village. As Dan writes in his *New York Times* Op-Ed:

Today, almost 80 percent of Americans say sustainability is a priority when purchasing food. The promise of this kind of majority is that eating local can reshape landscapes and drive lasting change.

Except it hasn't. More than a decade into the movement, the promise has fallen short... Big Food is getting bigger, not smaller. In the last five years, we've lost nearly 100,000 farms (mostly midsize ones). Today, 1.1 percent of farms in the United States account for nearly 45 percent of farm revenues.



POCANTICO HILL, NY – SEPTEMBER 24: U.S. First Lady Michelle Obama, Colombian First Lady Maria Clemencia Rodriguez De Santos (2nd R), Haitian First Lady Elisabeth D. Preval (R), and Executive Chef of Blue Hill restaurant Dan Barber (4th R) talk with students from JFK Magnet School and Pocantico Hills Central School at Stone Barns Center for Food and Agriculture on September 24, 2010 in Pocantico Hills, Westchester county, New York. The visit is part of the First Lady's healthy eating program. (Photo by Hiroko Masuike/Getty Images)

Roy Donahue Peebles



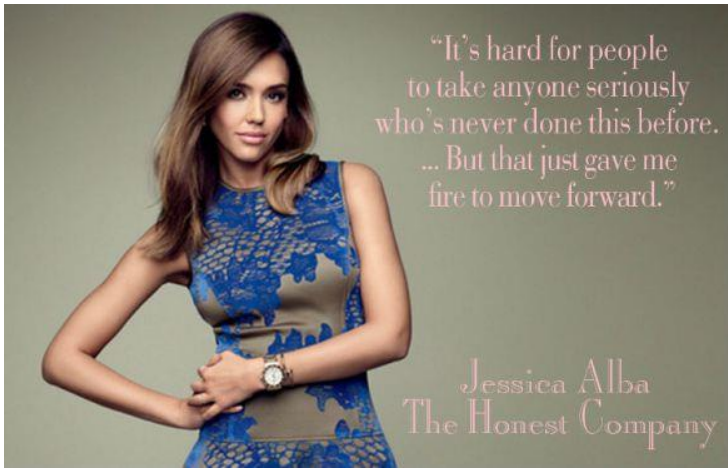
Recognized as one of the most successful entrepreneurs in the nation, R. Donahue Peebles is Founder, Chairman and CEO of The Peebles Corporation, one of the country's few national privately held real estate investment and development companies with a multi-billion dollar portfolio of projects in New York, Washington D.C., Philadelphia, Boston, Miami and Miami Beach.

Peebles a former supporter and financial contributor to New York City Mayor Bill de Blasio, now believes that de Blasio doesn't deserve a second term. Peebles says de Blasio has failed to follow through on a promise to improve the percentage of contracts the city awards to minority- and women-owned business enterprises, or MBWEs. He also feels de Blasio is being divisive when it comes to charter schools, which he feels are sanctuaries for poor black and Latino students in districts with low-performing traditional public schools. And Peebles believes relations between the police and community are still poor even after de Blasio ran on a campaign to improve the situation.

Peebles, whose net worth is estimated at \$700 million by Forbes, is an avid supporter of mentoring to expose youth to the value of entrepreneurship, as well as an active political supporter and fundraiser for local, state and federal campaigns of both major parties. He is currently the Chairman of the Board of the Congressional Black Caucus, serves on the Board of Directors of YMCA of Greater New York, Miami-Dade County Mayor Gimenez's Business Roundtable, is a two-time former member of President Barack Obama's National Finance Committee, and is former Chairman of the Greater Miami Convention and Visitors Bureau.



Jessica Alba: Becoming a Billionaire



In 2008, Jessica Alba was newly engaged to Cash Warren and pregnant with their first child Honor. During her pregnancy, Alba broke out in hives from an allergic reaction to a laundry detergent. This combined with a history of childhood illnesses inspired Alba to research household products. What she found terrified her: petrochemicals, formaldehydes and flame retardants in everyday household

products from floor cleaners to mattresses. Some were listed on the ingredients label plain as day, with others disguised under the catchall of “fragrance,” which is entirely legal.

Based on need to bring non-toxic household products to the marketplace, The Honest Company was launched in 2011. In November 2014, the company had 275 employees and had \$170 million in 2014 sales. It was valued at \$1.7 billion as of August 2015. Alba, who owns between 15% and 20% of the company, according to a source with knowledge of her investment, is sitting on a fortune of over \$300 million.

This brings us to an important point made by Justine Musk, the first wife of Elon Musk, the CEO of [Telsa Motors](#) and [SpaceX](#). Justine was married to the billionaire CEO for eight years and she recently posted a response to [a Quora thread](#) asking: “Will I become a billionaire if I am determined to be one and put in all the necessary work required?”



Cash Warren, Jessica Alba, and daughters Honor and Haven Warren

Her answer is “no,” though she says the Quora reader is asking the wrong question:

Shift your focus away from what you want (a billion dollars) and get deeply, intensely curious about what the world wants and needs.... The world doesn't throw a billion dollars at a person because the person wants it or works so hard they feel they deserve it. (The world does not care what you want or deserve.) The world gives you money in exchange for something it perceives to be of equal or greater value: something that transforms an aspect of the culture reworks a familiar story or introduces a new one, alters the way people think about the category and make use of it in daily life.

No Thanks
Spanx!

Sara Blakely

The youngest
Self-made
female billionaire
took \$5,000 in
savings and
transformed into
a \$500 million-a
year company
called Spanx



Sara Blakely is the founder and owner of [Spanx](#) and a minority owner of the Atlanta Hawks. She is listed #17 on Forbes America's Richest Self-Made Women with an estimated net worth of \$1.07 Billion.

After her short stint at Disney, Sara Blakely accepted a job with office supply company Danka, where she

sold fax machines door-to-door. She was quite successful in sales and was promoted to national sales trainer at the age of 25. Forced to wear pantyhose in the hot Floridian climate for her sales role, Blakeley disliked the appearance of the seamed foot while wearing open-toed shoes, but liked the way that the control-top model eliminated panty lines and made her body appear firmer. She experimented by cutting off the feet of her pantyhose while wearing them under a new pair of slacks and found that the pantyhose continuously rolled up her legs, but she also achieved the desired result.

At age 27, Blakely relocated to Atlanta, Georgia, and while still working at Danka, spent the next two years and \$5,000 savings researching and developing her hosiery idea. During this research and development, she found that there were no female patent lawyers operating in the entire state of Georgia. Unwilling to spend the \$3,000-\$5,000 quoted in legal fees, she instead wrote her own patent after purchasing a textbook from Barnes & Noble.

Blakely then drove to the state of North Carolina, the location of most of America's hosiery mills to present her idea but was turned away by every representative. Used to dealing with established companies, they did not see the value of her idea. Two weeks after arriving home from her North Carolina trip, Blakely received a call from a male mill operator based in Asheboro, North Carolina who offered to support Blakely's concept, as he had received strong encouragement from his two daughters. Blakely further explained in 2011 that the experience of developing her idea also revealed to her that the hosiery manufacturing industry was overseen solely by males who were not using the products they were producing.



Zhou Qunfei, school dropout (by economic necessity), former factory worker — and founder and CEO of Lens Technologies, the world's leading manufacturer of touch screens for companies like Apple and Samsung.

Zhou, 45, who grew up in a tiny village in China, lost her mother at age 5. Her father was nearly blind after an industrial accident. She dropped out of school at age 16, rose through the ranks at work, and ultimately launched her own glass-refining company, which went public in March 2015.



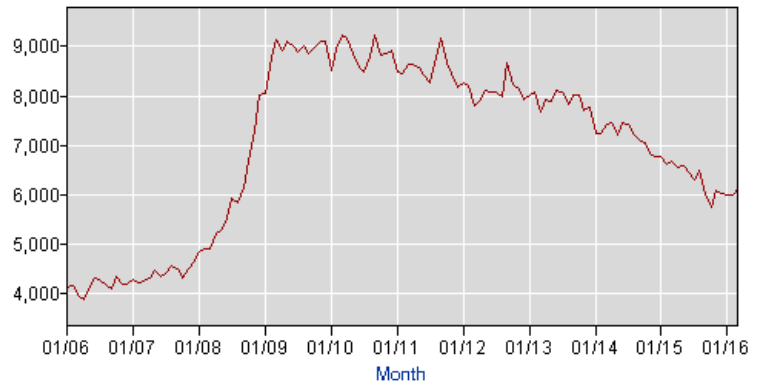
Zhou Qunfei is the most successful self-made female billionaire in the world. She started as a factory worker.

Let's Create a Million New Good Jobs

The [unemployment rate is 5.0%](#). This is great but the problem is that millions of people are still unemployed or underemployed.

The [African-American unemployment rate is 9.0%](#) and for [African-Americans 16 to 19 years, the unemployment rate is 25.3%](#).

**Involuntary Part-Time Workers
January 2006 - March 2016**



Yet we need more than just jobs alone. We need good jobs. According to the [Social Security Administration](#) 51.4 percent of all Americans make less than \$30,000 per year which is only slightly higher than the [poverty guideline](#) for a family of four of \$24,250. [1 in 5 people in New York City](#) live below the poverty level.

According to a [Good Jobs First](#) report, "[Shortchanging Small Business: How Big Businesses Dominate State Economic Development Incentives:](#)"

Small businesses account for a large share of the United States' GDP. A subset of firms that are young and high-growth generate a large share of new jobs. Locally owned firms have been found to generate greater local economic ripple effects than chain establishments or other non-locally owned companies... the SBA, for example, attributes almost half of private nonfarm GDP and almost two-thirds of net new private-sector jobs to what it calls small businesses.

[Yet a]cross the 16 programs in 14 states examined, large companies are receiving 80 to 96% of the subsidy dollars.... Overall, big businesses received 90 percent of the \$3.2 billion awarded, and 70 percent of the deals.

For example, in New York City, 80 percent of \$82,471,363 in deals went to large firms.

One way to address these problems is for Americans to buy more products manufactured in the United States and for New Yorkers to purchase more locally made products. If we all buy just 5% more US made products we will create a MILLION new jobs.

We at *Pistis* are addressing this by developing a search engine that will have products ads with place of manufacturing information. This is to provide the data so that we can all buy 5% more US made products and create a MILLION new jobs.

Save The Garment Center

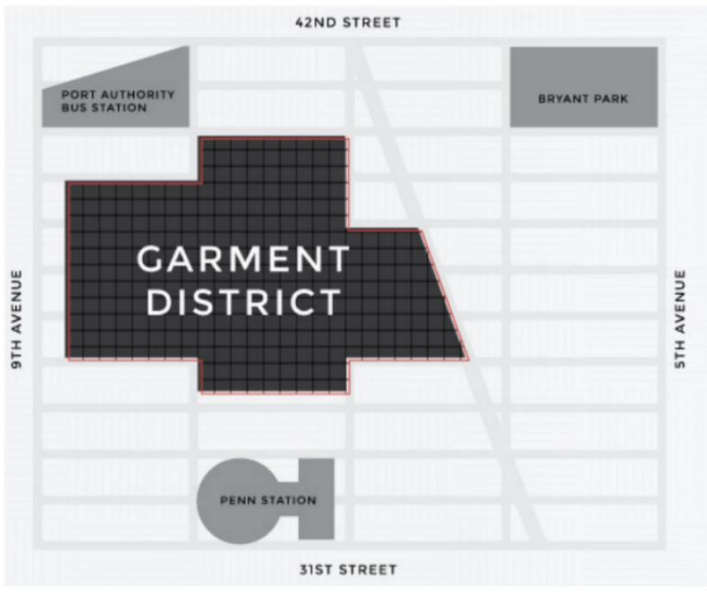
SAVE THE GARMENT CENTER'S MISSION IS TO PROMOTE, PRESERVE, AND SAVE NEW YORK CITY AS THE WORLD'S FASHION CAPITAL

7,100
JOBS =
\$2 BILLION
FOR NYC

THE 7,100 NEW YORKERS EMPLOYED IN THE DISTRICT'S GARMENT FACTORIES CONTRIBUTE AN ESTIMATED \$2 BILLION ANNUALLY TO THE CITY'S ECONOMY, AND PROVIDE ESSENTIAL SUPPORT TO THE ENTREPRENEURS AND INNOVATORS WHO LAUNCH FASHION STARTUPS AND CREATE EACH SEASON'S NEWEST STYLES.

New York City's Garment Center is home to 1.1 million square feet of fashion manufacturing space

The preservation area includes approximately 7.7 million square feet of space in 101 buildings centered between six major subway lines and many cultural destinations. The Garment Center's prime location makes it desirable to new development, which has been a major factor in shrinking the Garment Center to the 1.1 million square feet that exist today.

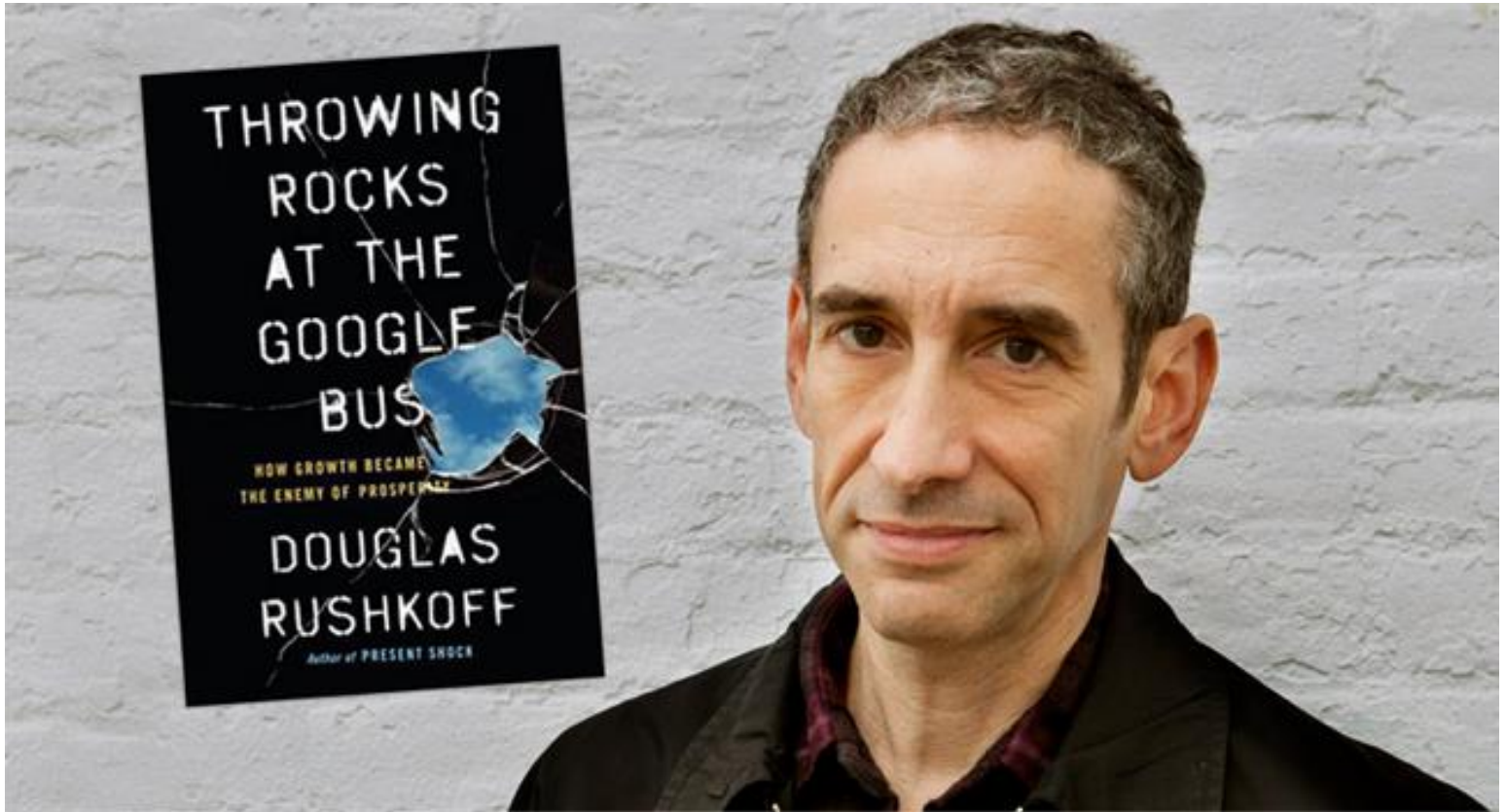


Nanette Lepore
Supports Save The Garment Center



SaveTheGarmentCenter.org

Douglas Rushkoff



Dr. Douglas Rushkoff is an author, teacher, and documentarian who focuses on the ways people, cultures, and institutions create, share, and influence each other's values. He is Professor of Media Theory and Digital Economics at CUNY/Queens, technology and media commentator for CNN, digital literacy advocate for Codecademy.com and a lecturer on media, technology, culture and economics around the world.

His new book, [Throwing Rocks at the Google Bus: How Growth Became the Enemy of Prosperity](#), argues that we have failed to build the distributed economy that digital networks are capable of fostering, and instead doubled down on the industrial age mandate of growth above all. His previous best-selling books on media and popular culture have been translated to over thirty languages. They include [Present Shock: When Everything Happens Now](#), [Program or Be Programmed: Ten Commands for a Digital Age](#), a followup to his Frontline documentary, [Digital Nation](#), and [Life Inc](#), an analysis of the corporate spectacle, which was also made into a short, award-winning [film](#).

As you approach whatever it is you're doing, you have to think "do I want to be like a traditional corporation, a shareholder owned corporation, where the object of the game is to earn and extract enough money from this business, so my grandchildren can inherit enough cash to live their lives? Or do I want to create a business that's healthy and sustainable enough that it can generate revenue and opportunities for my grandchildren who hopefully will want to join that business?" The latter is the sort of approach that creates a business that wants to befriend communities. It's your name on the thing. You don't want people to hate you the way they hate Uber because that's you, that's your kids, that's your family name, that's your legacy. You have such a different relationship to it that you start to think of your neighborhood as a legacy and the planet as a legacy and your grandchildren as a legacy and your workers as a legacy.

Advertising Creates a Climate of Violence Against Women

We all grow up in a culture in which women bodies are constantly turned into things, into objects.

~ Jean Kilbourne



Advertising is an over \$200 billion a year industry. We are each exposed to over 3000 ads a day. Yet, remarkably, most of us believe we are not influenced by advertising. Ads sell a great deal more than products. They sell values, images, and concepts of success and worth, love and sexuality, popularity and normalcy. They tell us who we are and who we should be. Sometimes they sell addictions. ~ Jean Kilbourne



About 80% of all 10-year-old girls have dieted at least once in their lives.

The more hours of TV a girl watches, the fewer options she thinks she has in life.

Saru Jayaraman



Saru Jayaraman is the Co-Founder and Co-Director of the Restaurant Opportunities Centers United (ROC-United) and Director of the Food Labor Research Center at University of California, Berkeley. Saru is a graduate of Yale Law School and the Harvard Kennedy School of Government.

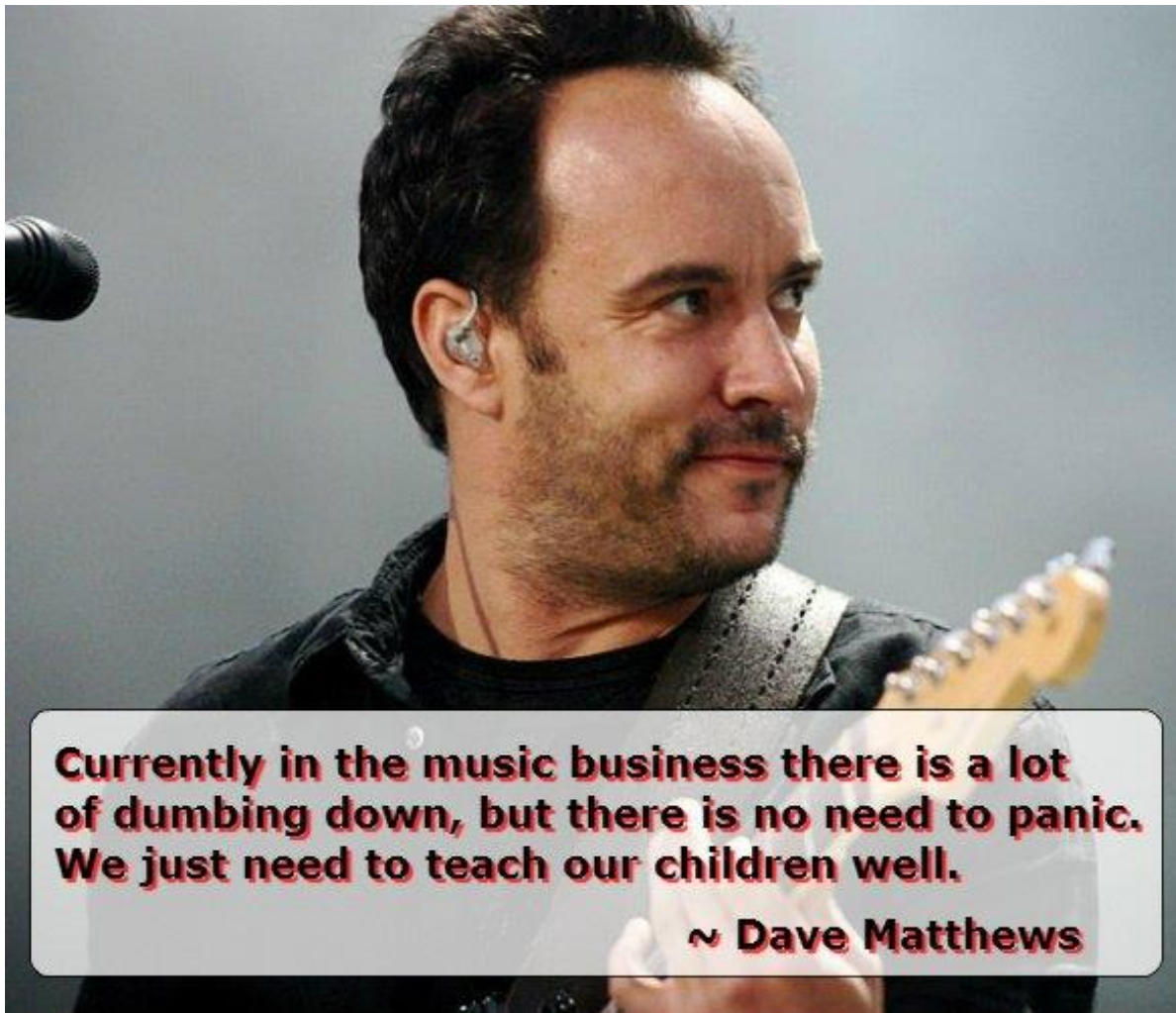
She was profiled in the New York Times “Public Lives” section in 2005, and was named one of Crain’s “40 Under 40” in 2008, 1010 WINS’s “Newsmaker of the Year,” one of CNN’s 10 Visionary Women in 2014, and one of New York Magazine’s “Influentials” of New York City. Saru co-edited *The New Urban Immigrant Workforce*, (ME Sharpe, 2005) and authored *Behind the Kitchen Door*.

What inspired you to start the Restaurant Opportunities Center (ROC)?

I was asked by the union that was inside Windows on the World, the restaurant at the top of the World Trade Center. On 9/11/2001, 73 workers died in Windows on the World and 250 workers lost their jobs. I was asked by the union to start a relief center for the surviving workers and the families of the victims. I did, and we called it ROC. However, we were pretty quickly overwhelmed with cries for help from restaurant workers all over the city, and then all over the country. Twelve years later, we have 13,000 members in 32 cities nationwide, 100 employer members, and several thousand consumer members.

In a *Rolling Stone* [article](#), Jamie Hagen writes, “Poor labor standards in the restaurant industry and for domestic workers create conditions ripe for [human] trafficking.” Why isn’t this publicized more often?

This is not the only issue facing women in our industry that is not publicized more often. As described above, the tipped minimum wage is a key issue affecting 6 million women in America, and very few people know about it. There are a plethora of issues facing women in our industry that need exposure. That’s why I wrote the book *Behind the Kitchen Door*.



Currently in the music business there is a lot of dumbing down, but there is no need to panic. We just need to teach our children well.

~ Dave Matthews

The Music Revolution
To Reverse Diabetes & Climate Change

Sponsored by
CHHE
Community Health
& Holistic Eating
Viva la revolución

R.I.P.

Coming Fall 2016
To Madison Square Garden

Tonight we gonna
Party like it's 1999

Alabama Shakes



Alabama Shakes is a Grammy-winning American blues rock band formed in Athens, Alabama in 2009. The band currently consists of lead singer and guitarist Brittany Howard, guitarist Heath Fogg, bassist Zac Cockrell, and drummer Steve Johnson. Howard is a former postal worker who becomes supercharged when strapped to a guitar and pushed on to a stage. Their high-profile fans include Jack White, Adele, Robert Plant and the Obamas.



Brittany Howard sang "Heaven Help Us All" alongside Demi Lovato, Andra Day, and Yolanda Adams at the Smithsonian's celebration of Ray Charles at the White House hosted by President Barack Obama.

Wall Street and Government Policy is Killing the Music Industry

They say two thousand zero, zero
Party over, oops, out of time
So tonight [we] gonna party like it's 1999

In 1999 worldwide music revenue was \$27 billion, in 2014 it had dropped to \$15 billion. Most blame Napster for this decline, but if you dig deeper you will find that Wall Street and government policy are the actual cause of this steep decline in music revenue.

Corporate culture is not conducive to developing musical talent. Chris Blackwell, founder of Island Record, quoted in *The Song Machine* by John Seabrook:

I don't think the music business lends itself very well to being a Wall Street business. You're always working with individuals, with creative people, and the people your are trying to reach, by and large, don't view music as a commodity but as a relationship with a band. It takes time to expand that relationship, but most people who work for the corporations have three-year contracts, some five, and most of them are expected to produce. What an artist really needs is a champion, not a numbers guy who in another year is going to leave.



(Left to Right) Junior Murvin, Bob Marley, Jacob Miller, and Chris Blackwell

In 1983, 90% of American media was owned by 50 companies. Today, six media giants control 90% of what we read, watch, or listen to. This has a profound effect on the music that we get to hear.

This massive media consolidation was made possible by The Telecommunications Act of 1996 that was signed into law by President Clinton. This Act allowed media cross-ownership and also allowed broadcast companies to own an unlimited number of radio stations.

In 1953, the FCC established the 7-7-7 rule, one entity could not own more than seven AM, seven FM, and seven TV stations nationwide. In 1985, the 7-7-7 rule became the 12-12-12 rule. In 1992, the 18-18-12 rule was established and in 1994, limits were raised to 20-20-12. The Telecommunications Act of 1996 dropped these limits and at one point Clear Channel (now iHeartMedia) owned over 1,200 radio stations nationwide.

Louis C.K.



I have a no problem with something going down in flames. I'm not afraid of that. It's very important to me that it works, but that doesn't come from fear of failure — failure is okay.

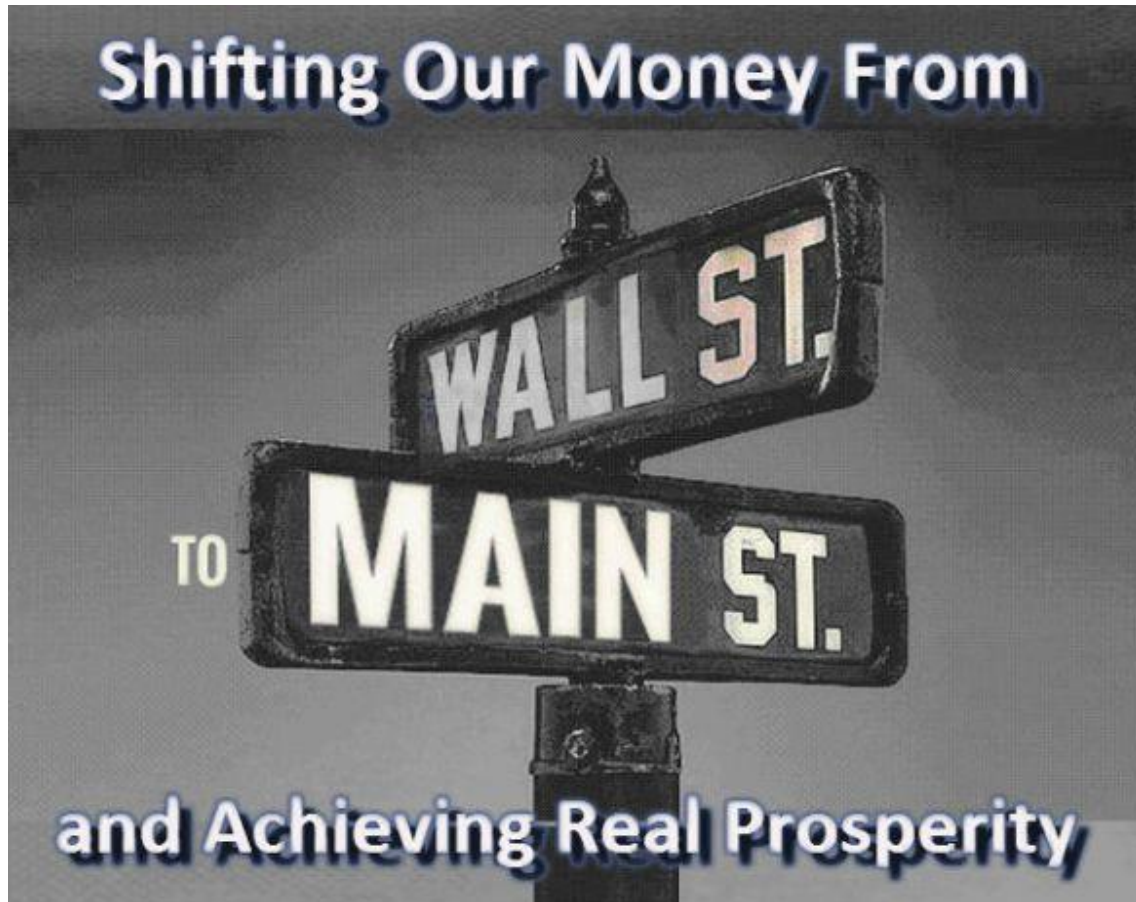
~ Louis C. K.

Louis C.K. is one person that is not afraid to experiment with different business models in the entertainment world. Despite reports that his latest experiment, *Horace and Pete*, has made him broke and put him in massive debt, internet sales from LouisCK.net and New York State tax rebates will actually soon put the show in the black.

Louis, who was born in Washington, D.C., and was raised in Mexico until the age of seven, spent years as an auto mechanic, pool cleaner, construction worker, house painter and KFC employee before committing to comedy. His first attempt at stand-up was in 1985 and in 1996 he got his first HBO half-hour comedy special:

For the first 25 years I did [comedy], I didn't have any reason to really believe I would get to where I wanted to go or even make a living.

\$15 Trillion to Main Street



We have about \$30 trillion in Americans' long-term savings in stocks, bonds, mutual funds, pension funds, and life insurance funds. Yet less than 1 percent of these savings touch local small businesses—even though roughly half the jobs and the output in the private economy come from local businesses.

If our capital markets were functioning efficiently, roughly half of our \$30 trillion savings or about \$15 trillion would be going into the half of the economy that is local small business.

David Weild IV, chief executive of IssuWorks and a former vice chairman of Nasdaq who has researched the decline in small-company capital formation, has argued that the public markets are effectively closed to 80 percent of the companies that need them.

So what can local, state, and federal governments do to make it easier to start a business and to grow small businesses? We get an answer from [Stacy Mitchell](#), Senior Researcher at the [Institute for Local Self-Reliance](#). In [an article](#) she states the six steps that governments must take to support small businesses:

1. *Restructure the Banking System*
2. *Close Corporate Tax Loopholes*
3. *Extend Sales Taxes to Large Internet Retailers*
4. *Get Corporate Money Out of Politics*
5. *Cap Credit Card Swipe Fees*
6. *Increase the Small Business Share of Government Purchasing*

The Company That Outperforms Google and Facebook Will Be Diverse

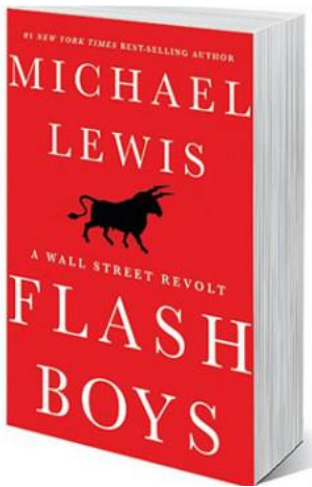
On May 5th, 2016, [Google's market cap was around \\$479 billion](#) and [Facebook's market cap was around \\$338 billion](#). A USA Today article, "[Facebook market cap hits \\$308B, worth Intel plus Cisco](#)," states:

That number, in fact, echoed language in the company's original prospectus, where Facebook wrote that "total worldwide advertising spending in 2010 was \$588 billion," in the first paragraph of the document section titled "Our Market Opportunity,"

The skeptics from New York – America's advertising capital – could be forgiven for laughing then.

Facebook sold over \$1 billion more in advertising during the period than it did in the same quarter a year ago, driving total revenue up 41% to \$4.5 billion.

Google and Facebook are advertising companies, nearly all of their revenue comes from advertising. Yet, they are not very good advertising companies in the sense that the best advertising is based on emotional connections. This is not well understood in Silicon Valley.



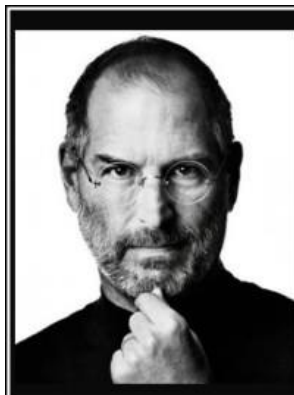
[Silicon Valley is] a hard place to write about because there's a lack of emotional content. It's a cold place.

~ [Michael Lewis](#)

Google is an old business.... Google has never really been about human psychology.

~ [Tyler Cowen](#)

In addition to understanding the importance of emotional connections in advertising, this company will be able to bring together people with very diverse experiences and have them work together in a constructive manner.



A lot of people in our industry haven't had very diverse experiences. So they don't have enough dots to connect, and they end up with very linear solutions without a broad perspective on the problem. The broader one's understanding of the human experience, the better design we will have.

(Steve Jobs)

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NYPD Needs Legitimacy

Malcolm Gladwell's *David and Goliath*:

[L]egitimacy is based on three things. First of all, the people who are asked to obey authority have to feel like they have a voice—that if they speak up, they will be heard. Second, the law has to be predictable. There has to be a reasonable expectation that the rules tomorrow are going to be roughly the same rules today. And third, the authority has to be fair. It can't treat one group differently from another....

[W]hen the law is applied in the absence of legitimacy, it does not produce obedience. It produces the opposite. It leads to backlash.

A *New York Times* [article](#) reported on the NYPD's Juvenile Robbery Intervention Program (J-RIP) created by Chief Joanne Jaffe:

The New York City Police Department has embarked on a novel approach to deter juvenile robbers, essentially staging interventions and force-feeding outreach in an effort to stem a tide of robberies by dissuading those most likely to commit them.

Officers not only make repeated drop-ins at homes and schools, but they also drive up to the teenagers in the streets, shouting out friendly hellos, in front of their friends. The force's Intelligence Division also deciphers each teenager's street name and gang affiliation.

Detectives compile a binder on each teenager that includes photos from Facebook and arrest photos of the teenager's associates, not unlike the flow charts generated by law enforcement officials to track organized crime.

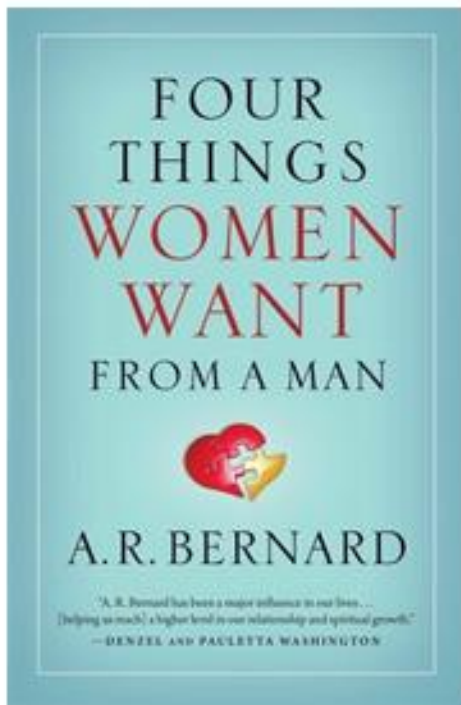


[Kids playing football with then NYPD Housing Bureau Chief Joanne Jaffe \[now Community Affairs Bureau Chief\] at PSA 6's National Night Out event at the Grant Houses in Harlem.](#)

Gladwell continues:

*Now, why was Jaffe so obsessed with meeting her J-RIPpers' families? **Because she didn't think the police in Brownsville were perceived as legitimate.** Across the United States, an astonishing number of black men have spent some time in prison. (To give you just one statistic, 69 percent of black male high school dropouts born in the late seventies have done time behind bars.) Brownsville is a neighborhood full of black male high school dropouts, which means that virtually every one of those juvenile delinquents on Jaffe's list would have had a brother or a father or a cousin who had served time in jail. If that many people in your life have served time behind bars, does the law seem fair anymore? Does it seem predictable? What Jaffe realized when she came to Brownsville was that the police were seen as the enemy. And if the police were seen as the enemy, how on earth would she be able to get fifteen- and sixteen-year-olds—already embarked on a course of mugging and stealing—to change their ways? She could threaten them and warn them of the dire consequences of committing more crimes. But these were teenagers, stubborn and defiant by nature, who had already drifted into a life of crime. Why should they listen to her? She represented the institution that had put their fathers and brothers and cousins in prison. She needed to win back the respect of the community, and to do that, she needed the support of the families of her J-RIPpers.*

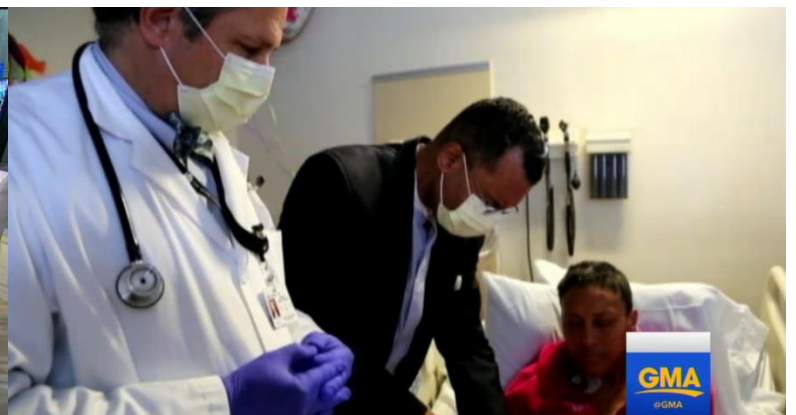
A. R. Bernard



A. R. Bernard is the Founder, Senior Pastor and CEO of Christian Cultural Center (CCC) located in Brooklyn. CCC is a ministry and not-for-profit 501c(3) organization, that currently has over 33,000+ members and sits on an 11.5-acre (45,000 m2) campus.

He is also the President of the Council of Churches of the City of New York representing 1.5 million Protestants, Anglicans and Orthodox Christians. He sits on the NYC Economic Development Corporation Board, served on NYC School Chancellor's Advisory Cabinet and Mayor Bloomberg's 2001 Transition Team.

After decades of teaching and counseling couples, he is releasing his new title -4 THINGS WOMEN WANT FROM A MAN. The book highlights the four vital qualities women want in a man—attributes that lead to a successful and rewarding relationship. Having witnessed the trial, tribulations and challenges of couples for decades as a pastor, not to mention his own marriage of 44 years, Bernard has developed a perspective and expertise on the subject he is now ready to share with the world. Studies show that 85 percent of all relationships and 50 percent of all marriages will fall. One book may change all that.





Our Mission

The Salvation Army, an international movement, is an evangelical part of the universal Christian Church. Its message is based on the Bible. Its ministry is motivated by the love of God. Its mission is to preach the gospel of Jesus Christ and to meet human needs in His name without discrimination.

Community Services

- ❖ Homework and Music and Art Club for children ages 8 to 12. Time: Monday through Friday: 3pm to 6 pm (Free for low-income families)
- ❖ Food Pantry: Wednesday, 11 am to 2 pm
- ❖ Prayer Breakfast program: Tuesday & Thursday, 9 am to 11 am
- ❖ Sunday Community Dinner: 3 pm
- ❖ Senior Program: Wednesday, 11 am to 1 pm

Religious Services

- ❖ Sunday school class: 10:30 am to 11:15 am
- ❖ Worship service: 11:30 am to 1 pm
- ❖ Prayer meeting: Monday, 7pm to 8 pm

For more information please call: 914-355-0381
Officers/Pastors: Daniel and Charlotte Diakanwa

**The gift of mental power
comes from God,
Divine Being,
and if we concentrate
our minds on that truth,
we become in tune
with this great power.**

~ Nikola Tesla



There Is No Conflict Between Science and the Bible

The medieval philosopher and physician Moses Maimonides insisted and we agree that conflicts between science and the Bible arise from either a lack of scientific knowledge or a defective understanding of the Bible. Many great scientists such as Sir Isaac Newton, Nikola Tesla, George Washington Carver, Robert Boyle, Michael Faraday and Louis Pasteur were deeply religious men.

In the Sixteenth Century, mathematician and astronomer Nicolaus Copernicus formulated a heliocentric model, that is a model that placed the Sun rather than the Earth at the center, of the universe. In 1616, the Inquisition declared heliocentrism to be formally heretical.

MIT-trained physicist and former member of United States Atomic Energy Commission Gerald Schroeder:

What does the position of the Earth have to do with belief in a creator of the universe or the validity of the Bible? Nowhere does the Bible claim that Earth is central to anything. In fact, the very first sentence of the Bible we read — "... God created the heavens and the earth" (Gen. 1:1). The heavens precede the Earth. As scientific data demonstrating the Sun's centrality accumulated, the Church was forced into embarrassed retreat. So today, the popular perception is that science had proven the Bible wrong. In reality, the claim of Earth's centrality had nothing to do with the Bible.

Similarly, Kepler's discovery of the elliptical orbit of the planets did not sit well with the religious establishment. Circles were perfect geometric shapes, ellipses are defective. An infinitely powerful God would be expected to produce perfect orbits. Of course, the Bible doesn't teach that a circle is better than an ellipse! Yet the Church condemned Kepler's discovery.