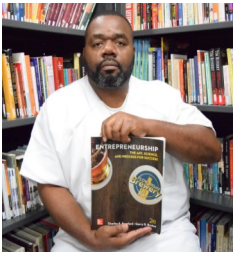
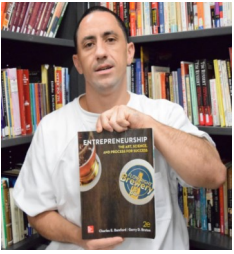


PRISON ENTREPRENEURSHIP PROGRAM  
SANDERS ESTES UNIT VENUS, TEXAS



Steven Mitchell:  
OWN IT



Drew Piervincenti  
PERCEPTION

## EXCELLENCE IN ETIQUETTE

Colleen Rickenbacker began the fifth etiquette event on Thursday, June 15th by conducting the Excellence in Etiquette class for Pristine '17. The class included lessons in table manners, dress and overall behavior—basically "How to act in public". Role playing, quizzes on the material included in her book, *Be On Your Best Business Behavior*, were part of the lesson plan as well. It was a great deal of fun and a great time was had by all!



presentations.

Bert Smith spoke movingly about a PEP graduate, Adam—his struggles and eventual success. He reminded us all of The PEP Revolution's journey and that PEP has just celebrated its 13th anniversary. The meal was great; Graduates acted as servers (the service was impeccable— props to Colleen!) and everyone was on their "P's and Q's", not wishing to have the dreaded Colleen POOF! occur at table-side.

All this was in preparation for probably the most eagerly anticipated PEP event, the Excellence in Etiquette Dinner. This took place on the following Friday afternoon.



After the meal everyone shifted back to the PEP room for fun and games. Amazingly, Pristine '17 class defeated the executives for the fifth time in a row.

The event was, as always, a rousing success. Ms. Rickenbacher continues to make etiquette as entertaining as ever with her witty and polished

Historically, this event has been one

continued page 2

### Inside this issue:

Build a Brand	3
Wish I'd Of...	4
Social Media	5
CossFit	6
Cancer and Exercise	6
Critical Thinking	7
Soapbox	8

### Corrections

6/17 This is Your Life

Attribution— M.Gregulak

6/17 Bridges to Life

Attended by R. Vasquez

Chris Winfield -  
Editor in Chief

Cameron Gilliland -  
Editor

Mark Regulak -  
Staff Writer

## WINTER '18 KICKOFF

The Winter '18's Internal Kickoff was a hit among participants as well as executives. This class means not only new participants but also a new-found hope for people who are actively seeking change. The Internal Kickoff is an official landmark event marking the beginning of a long journey of life changing events. This kickoff was not just the mark of a new class but it was the beginning of a new tradition where the executive-volunteers come in a pray over the servant-leaders who will usher in the new class. This was a prayer for the servant-leaders to be blessed in all of their PEP endeavors so that lives can be permanently transformed as a result of this program.

The new class was welcomed into the room with a tunnel of love in order to keep the tradition of welcoming them in with open arms and warm hearts



moving forward. You could feel the energy and excitement in the air as this new class was ushered in by executive-volunteers and servant-

leaders. Faces showed the positive outlook of the new class with smiles and excitement. Many of the participants had no clue what to expect out of the event, but every one of them I spoke with had a great time and their expectations were fulfilled. They cannot wait to push forward and see what this program holds for them and where they will be at with their personal growth in the future. The executives are all addicted to this program because they get to see people's lives transformed and personal character development in each participant. As a result they are changed and they carry the experience with them in their daily life.

Continued Page 2

**Excellence in Etiquette cont.**



of the most anticipated. It did not disappoint! Every PEP brother came away with a much greater appreciation of the whole concept of etiquette and why it is so important to **“know how to act in public”**

Barkley awarded the Golden Wings to J.R and Sue T in recognition of their participation as sustaining donors.

(the ladies don't get Sweet names) . Hence forth, she is to be known as **“Tough Jackie Chan”**. She owns it by performing a spinning back kick and making a terrifying noise!

More recently –during Extreme '17's



The day came to a close by acknowledging some of the very important people that make PEP possible. Long time PEP supporters Bob and Brenda

class– PEP gained another committed volunteer— Jo. She attends virtually every event, and always has a lot to contribute. It had become time for her to be christened with a **“Tough”** name

We'd like to give a special thank you to Collen Rickenbacher for continuing to grace us all at the etiquette event.

By Chris Winfield



**Winter'18 Kickoff cont.**



It is a beautiful experience to be a part of the Prison Entrepreneurship Program, but as Bert Smith spoke about at the event, it is not all about business. Money in the hands of a fool creates no gains.

The purpose of the next three months in character development phase is to become the person that God has destined us to be. This is the most important phase because if your character is not right then it does not matter what kind of position you are in or



a liability to all. I hope to see everyone strive forward and continue with this program so that in a few short months we can see Bert Smith do the worm on the graduation stage. So let's all take this event as an encouragement to continue forward with our personal character development and become an asset to the world so that once we are released we will be the man that our families and communities deserve!

By Cameron Gilliland

the amount of money you are worth because a person with bad character is



# LOOKING FOR A LOGO? BUILD A BRAND INSTEAD

When business owners embark on the design process, they may commission a logo, but they are really seeking a brand. Because the brand, not the logo, is what consumers will interact and fall in love with and the reason they'll stick around.

A logo is the mark that makes the company identifiable, much as names give people a place in the world. A brand is the company's purpose, visualized; it is the heart and soul of the business. A brand identity can be flexible and evolutionary, changing as the company grows.

The strongest brands are built by leaders that go beyond a logo- they transform it into something that comes to life.

To help illustrate the point, here are five examples of organizations that have used design to create truly robust brands.

## THE PEOPLE'S SUPERMARKET

This community co-op in London was inspired in part by Brooklyn's Park Slope Food Co-op- but didn't adopt its crunchy aesthetic. Instead, branding for The Peoples Supermarket showcases the markets democratic and communal nature.

The brands tagline, "**For the people, by the people**" is emphasized by sunny-yellow packaging and labeling that extends across products, marketing materials and offshoot brands like The Peoples Kitchen and The Peoples Café.

The cleverest part? Above the word mark is an intentional design tool: a shape reminiscent of the punched-out hole that allows retailers to hang packaged goods, representing the modesty and democracy of a common marketplace.

## MAKERS & MERCHANTS

Designers often hear that they should "make the logo bigger," but the best brands display subtlety. U.K. -based Makers & Merchants creates a range of food and home goods made in partnership with artisans around the

world. The challenge is in branding such products in a cohesive way, without losing the uniqueness and integrity of each item.

To address this challenge Horse Studio created a branding portfolio unified by a strict red palette. This allows the brand to take on bits and pieces of the heritage or inspiration behind each product without stepping outside the bounds of the portfolio.

And that "make the logo bigger" nonsense? Makers & Merchants modest mark is discretely placed on each item in a manner that's organic and unobtrusive.

## MAST BROTHERS CHOCOLATE

For what started as a small family business in Brooklyn, Mast Brothers Chocolate has built an incredibly strong brand. No frilly indulgent candy bars here-Rick and Michael Mast take their chocolate seriously. The logo is spare and simple and the packaging makes each chocolate bar into a work of art.

Each pattern is unique to the flavor of the bar around which its wrapped, discretely referencing the chocolates creation. For example, a bar made in conjunction with Stumptown Coffee was adorned with a pattern of motorcycles as a tribute to the bike loving culture shared by Brooklyn and Stumptown's base in Portland, Oregon.

All great companies must grow, but Mast Brothers has smartly retained its brand throughout its expansion. Its new Brooklyn "brew bar," for example, "dedicated to the craft of brewed chocolate beverages," incorporates beloved Mast Brothers patterns on cups and packaging that pleasantly offset the space's otherwise spare aesthetic.

## CITY OF MELBOURNE

Creating a brand for a major city is no easy task, especially one as politically and culturally diverse as Melbourne, Australia. Local agency Lander devised a design system that's a

great example of the "head, heart and soul" approach to branding.

An edgy "M" changes color and pattern for each city initiative, government entity or program. By creating a flexible system that is both recognizable and malleable enough to encompass a wide range of needs the brand evolves as the city revolves around it.

The branding for Melbourne portrays the city as vibrant, modern and progressive.

## THE GIRL + THE BULL

A great restaurant shouldn't need incredible design to help to shine: its food should do the shining for it. That said, when a business combines great food and great design, it's a place worth spending time. The Girl + The Bull is a restaurant in Paranaque City in the Philippines, whose branding, created by Manila-based Serious studio, reflects not only the warmth of the cooking but the connection between chefs and their ingredients.

Silhouettes of a girl and a bull face off on stationary and menus, reminding customers of the providence of their food and the talented people who make it. Classical etching brings a homey feel to the brand's illustrations, and photography brings the brand collateral to life. As an added touch, the restaurant's website incorporates tiny bits of film, creating a moving quality that makes viewers feel like they are sitting in a friend's kitchen. The warmth of the brand and the caliber of the food are a winning combination.

*These companies showcase the power of a great brand idea richly expressed through strategic design thinking. So, the next time you consider designing or commissioning a logo, remember that it's actually a well-executed brand that brings your businesses personality to life and drives an emotional connection with your customers.*

Source: Entrepreneur  
By: Chris Winfield



# I WISH I'D THOUGHT OF THIS

## Wildlife Role Models

Taylor Collins never went to business school, but he takes strong leadership cues from the animal kingdom.



### Face Fear Like Bison

When a storm brews on the horizon, most animals run away from it. But bison instinctively run directly toward storms to minimize the amount of time they're exposed to the elements. So face adversity head-on and power through whatever comes your way.



### Attack Like a Raptor

The fastest creature on earth, the peregrine falcon, can dive from the sky at speeds in excess of 240 miles an hour to land a lethal blow on its prey. Like the falcon, commit fully to your goal before you strike. Move quickly and act decisively.



### Pivot Like an Alpine Goat

The surefooted mountain goat blazes its own path through dicey terrain and can change direction at a moment's notice to avoid a fall. Pivoting on your life path can be terrifying, but it helps you break out of ruts and can end up yielding big rewards.



### Eat Like a Wolf

After a kill, a wolf will tear open its prey's abdomen and eat the organs first. That's because the liver, heart, marrow, and visceral fats provide nutrient-dense sustenance. Resist convention by seeking value in the things others ignore.



### Intuit Like a Pigeon

Homing pigeons can cover hundreds of miles by tapping into their internal compasses. When you're challenged with a tough decision, make a conscious effort to pay attention to your gut. By heeding those instincts, you gain a powerful edge.

## Think Long Term

During their college years in Austin, the couple started a commercial recycling business and managed to net as much as \$10,000 a month by doing pickups one day a week. But recycling wasn't their long-term plan. "It was lucrative, but it was disgusting, gnarly work," Taylor says. So they handed the business off to his brothers in 2011 and started a vegan raw-food bar company, Thunderbird Energetica.

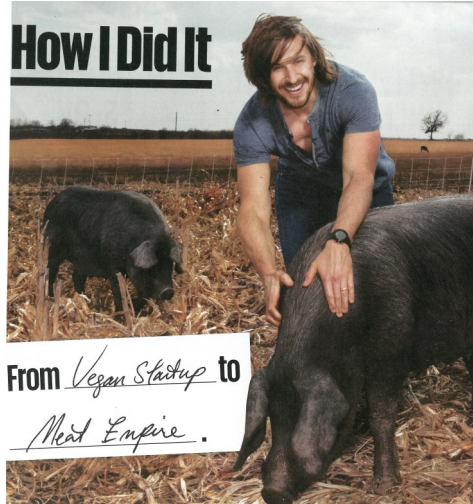
Whole Foods loaned them \$100,000 to spread the brand across the southwest.

## Change Course

Taylor and Katie were once raw-food vegans—Until Katie started having health problems. Nothing was helping, so the couple started eating meat again in 2012. "Within a week she was 95 percent better," Taylor says. "So here we are, totally stoked on this carnivore thing, and we have a vegan company." Then they noticed that customers kept asking why they couldn't find a low-sugar, high-protein bar that wasn't made of powders and syrups. That led Taylor to **THE BIG IDEA**: a meat-based protein bar.

## Make It Original

The couple drew on their experience from Thunderbird Energetica to make Epic bars stand out. They came up with detailed names like Beef Habanero Cherry and Chicken Sesame BBQ, and highlighted the source of the protein on the packaging. Since they'd been vegetarians, Taylor and Katie had no preconceptions about putting ground beef in a bar like it was granola. "We wanted to create the ultimate, healthy, savory snack, which is why we use grass fed beef and bison.



## Stay Scrappy

To get Epic off the ground, Taylor and Katie did a pitch a day to venture capitalists. Their effort fell flat, and even Whole Foods rejected their overtures. They eventually found like-minded investors in Houston and Boulder and raised \$3 Million. Still, Epic was scrappy by design. "So many brands go out and raise \$20 million and then just light the money on fire with splashy marketing," Taylor says. Epic raised awareness simply by sending samples to select influencers like athletes and authors.

## Strengthen Your Position

In January 2016, General Mills paid \$100 million to buy Epic. *Because they'd been so frugal in building it, Taylor and Katie still owned 70 percent of the company at the time.* "If you'd asked us when we started Epic whether we'd ever sell it to a mega-corporation like General Mills, we'd of said no," Taylor says. "It turned out that we really liked them, but we also made it very clear that we had already mapped out the next three years and felt we could crush it ourselves."

## Expand Your Vision

Shortly after joining General Mills, Epic announced its Whole Animal Project, an initiative to use more animal parts by launching new products such as bone broth, pork skin snacks and cooking oils like duck fat. "We'd already planned the project, but General Mills made it so much bigger. We'd never had the cash to go out and buy \$3million worth of live bison on our own," Taylor says. "Now we can partner with ranchers to raise animals based on our standards and values."

Source: Men's Health  
By Chris Winfield



# The CrossFit Opportunity: Nexus of Fitness and Business

Over the last decade CrossFit has garnered a huge amount of attention and success. As both a fitness and business philosophy it may present an opportunity for an entrepreneur.

## History

CrossFit is a branded fitness regimen created by Greg Glassman and is a registered trademark of **CrossFit, Inc.** which was founded by Greg Glassman and Lauren Jenai in 2000. It is promoted as both a physical exercise philosophy and also a competitive fitness sport. CrossFit work outs incorporate elements from high intensity interval training, Olympic weightlifting, Plyometrics, powerlifting, gymnastics girevoy (kettlebells) sport, calisthenics, strongman and other exercises. It is practiced by members of over 13,000 affiliated gyms, roughly half of which are located in the United States, and by individuals who complete daily workouts. These are known as “WODs” or “workouts of the day”.

## Overview

CrossFit is a strength and conditioning program consisting mainly of a mix of aerobic exercise, calisthenics and Olympic weightlifting. **CrossFit, Inc.** describes its program as “constantly varied functional movements executed at high intensity across broad time and modal domains,” with the stated goal of improving fitness. Hour long classes at affiliated gyms, or “boxes”, typical-



ly include a warm-up, a skill development segment, the high intensity “workout of the day” and a period of individual or group stretching. Performance on each WOD is often scored and/or ranked to encourage competition and track individual progress.

CrossFit programming is decentralized, but its general methodology is used by thousands of private affiliated gyms, fire departments, law enforcement agencies and military organizations.

“CrossFit is not a specialized fitness program, but a deliberate attempt to optimize physical competence in each of 10 recognized fitness domains,” says founder Greg Glassman in the Foundations document. These domains are: cardiovascular

and respiratory endurance, stamina, strength, flexibility, power, speed, coordination, agility, balance, and accuracy.

CrossFit appeals to both men and women alike- CrossFit participants are almost 50/50 male and female.

The “CrossFit Games” have been held every summer since 2007. The Games are styled as a venue for determining the “Fittest on Earth”.

## Business Model

**CrossFit, Inc.** licenses the CrossFit name to gyms for an annual fee and certifies trainers. Besides the standard two-day “Level 1 Trainer Course”, specialty seminars include the 10 “fitness domains”, CrossFit Kids, CrossFit Football, self-defense and striking. Other specialized adaptations include programs for pregnant women and seniors. Affiliates develop their own programing, pricing and instructional methods. Many athletes see themselves as part of a contrarian, insurgent movement that questions conventional fitness wisdom.

CrossFit makes use of a virtual community Internet model. The company says this decentralized approach shares some common features with open source software projects and allows best practices to emerge from a variety of approaches.

Source: Various  
By Chris Winfield



## UP YOUR CANCER DEFENCES: CANCER AND EXERCISE

Want to lessen your chances of getting the “Big C”? Keep moving! Consistent physical exercise may be the king of the cancer killers, according to a *yuuge!* New meta-analysis from the National Cancer Institute.

Researchers sifted through 12 studies on 1.4 million Americans and Europeans and found that **those**

**who worked out the most had a 10-20% reduction in three of the four most common cancers in the U.S.** - lung, breast and colon/rectal cancer- along with myeloma, head and neck cancers, and bladder cancer. And, amazingly, they found that these avid exercisers had a *greater than 20% reduction* in esophageal, liver, lung, kidney, stomach and endometrial cancers,

myeloid leukemia as well. Gallbladder cancer, small intestine cancer, and non-Hodgkin lymphoma showed a lowering of risk, too.

Another shocking, “Gotta get exercising” fact to come out of the study: subjects with the highest activity levels (that is the top 10% of all participants) improved their odds against getting the 13 cancers

regardless of their BMI (body mass index) or smoking habits.

How often do you need to work out to give cancer the slip? Study head Stephen Moore, Ph.D., recommends at least seven hours of brisk walking per week.

Source: Mens Fitness  
By Chris Winfield

# CRITICAL THINKING

**Critical Thinking is a recurring column with the express purpose of fostering critical, logical thinking, as well as promoting realistic self-assessment. Opinion and Argument are welcome here- If you feel you have something to contribute, please do.**

**During the process of critical thinking, ideas should be reasoned, well thought out and judged-Critical thinking means making clear, reasoned judgements.**

## WISDOM TO LIVE BY

### Savage On Limitations

I've learned over decades of building that a deadline is a potent tool for problem solving.

Adam Savage, TV personality



### Definitions

Traditionally, critical thinking has been variously defined as:

- The process of actively and skillfully conceptualizing, applying, analyzing, synthesizing and evaluating information to reach an answer or conclusion.
- Disciplined thinking that is clear, rational, open-minded and informed by evidence.
- Reasonable, reflective thinking focused on what to believe or do.
- Purposeful, *self-regulatory* judgment which results in interpretation, analysis, evaluation and inference.
- The skill and propensity to engage in an activity with reflective skepticism.
- A commitment to using reason in the formulation of our beliefs.
- Critical thinking is not “hard” thinking nor is it directed at solving problems (other than improving one’s own thinking). Critical thinking is inward-directed with the intent of maximizing the rationality of the thinker.

### Procedure

Critical thinking calls for the ability to:

- Recognize problems, to find workable means for meeting those problems.
- Understand the importance of prioritization and order of precedence in problem solving.
- Gather and marshal relevant information.
- Recognize unstated assumptions and values.
- Comprehend and use language with accuracy, clarity and discernment.
- Interpret data, to appraise evidence and evaluate arguments.
- Recognize the existence or non-existence of logical relationships between propositions.
- Draw warranted conclusions and generalizations.
- Put to test the conclusions and generalizations at which one arrives.
- Reconstruct one’s pattern of beliefs on the basis of wider experience.
- Render accurate judgements about specific things and qualities in everyday life..

## Headwind and Tailwind Asymmetry: Thomas Gilovich, Critical Thinker

Thomas Gilovich has, over the years, developed some pretty spot –on theories that we can all consider. Self evaluation is a critical skill that we all need to develop if we want to be able to look into the mirror and not lie to ourselves.

Ponder the following...

### Back In The Day...

*Headwind and Tailwind Asymmetry* explains how most people focus on “how hard they have it” or “all the disadvantages I’ve overcome”, as opposed to advantages that actually exist. Envision riding a bicycle around an oval track; wind is blowing strongly from one direction along the straightaways. As you pedal into the *headwind*, you are constantly aware of the resistance you have to overcome. Rounding a turn and heading back in the opposite direction, you are aware of the relief and assistance that the *tailwind* now provides. Within a minute, though, you stop thinking about it. Later, the overriding memory is that of the headwind and the challenge it presented. Both Republicans and Democrats report that the electoral college is stacked against *them*, regardless of election outcome.

### All Eyes On Me...

**No They’re Not. No, Really, They’re Not**

The *Spotlight Effect*, the phenomenon where people tend to

believe that they’re noticed more than they really are, is a term that Gilovich coined. He explained that “because we are so focused on our own behavior, it can be difficult to arrive at an accurate assessment of how much-or how little-our behavior is noticed by others. Indeed, close inspection reveals frequent disparities between the way we view our performance and the way it is actually seen by others.”

### This Sound Familiar?

Gilovich discovered the phenomenon of *Self-handicapping*, which he described as “attempts to manage how others perceive us by controlling the attributions (credit) they make for our performance.” An example would be drawing attention to elements that inhibit performance, and so discount failure in other’s eyes.. This can be real (failing to study, drinking excessively) or faked (merely claiming that difficult obstacles were present, “they’re out to get me”).

Thomas Gilovich is the Irene Blecker Rosenfeld Professor of Psychology at Cornell University. He has conducted research in social psychology, decision making behavioral economics and has written popular books on these subjects. Gilovich is a fellow of the *Committee for Skeptical Inquiry*, a program within the American non-profit *Center for Inquiry*, which seeks to “promote scientific inquiry, critical investigation and the use of reasoning in examining controversial and extraordinary claims”.

By Chris Winfield



# SOAPBOX

## OWN IT

It's funny how when someone does something good they can take all the credit for it, but when they do something bad there's always someone else to blame. Many offenders throughout the prison system won't take responsibility for their own actions. Sometimes it is that society has told them "you grew up without a father figure," or "you had no one teach you how to be a man."

In my opinion, there are many other excuses society has given us to use for our behavior. Yes, I'm sure there are some rare cases where there are valid reasons, but for the most part the bottom line is that we know right from wrong. Admitting that you are wrong and taking responsibility for your mistakes is a part of maturity.

A very wise man once said that a man is not judged by the mistake

he's made, but by what he does after he makes the mistake. We shouldn't use the way we were raised, the environment in which we grew up or any other unfortunate thing as an excuse; instead use it as a motivation to do the right thing, not the wrong thing-.

We know better. We really do.



**Steven Mitchell**  
Winter'18

## PERCEPTION

Often, we believe things that are simply not true, mostly as a result of past experiences, good or bad. In many environments, for those on the road to success, false perception can be disastrous when we believe that others are unfairly or with ill purpose working toward our demise. It can become self-fulfilling prophecy- things our past has taught us not to allow contaminate our present.

One's perception of rehabilitation, rather it be in-patient or out-patient, can be a major deciding factor in our progression. One's perception, (actually the time spent obsessing) can cause disarray in a person's psyche. This occurs when one fo-

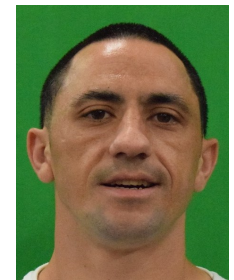
cuses on a thought or belief that is an outgrowth from the expectation of an experience to come (or one that may never come) because of a faulty perception - A.K.A Self-Destruction.

Moving forward and maturing in all aspects of our manhood, it's hard for some of us to let old ideas and faulty thought patterns go- I say this because I'm the same as you. Before I found a way to accept "AKA Snookie- I aint your average meatball", I was not too interested in allowing someone or a group of someones to demean or disrespect me by calling me something that makes my perception of my self-image feel violated; I've

been taught that is to be tested, especially in front of people I didn't know.

The true nature behind the idea of sweet names is break down the boundary that's keeping a lot of people from venturing outside of Self; Outside no one is attempting to get over on the next man. Really, they're not. Again, faulty perceptions. Speaking of Outside, when someone attempts to soften your uptightness at a new job by opening the door to your comfort zone with a pure heart, are you going to get mad? You going to quit? Or allow perception to control your chance to put your head outside the door?

Allowing ourselves a chance to grow by joining PEP, we hope to improve our ability to conquer one step before taking another, unless perception stops your movement.



**Drew Piervincenti**  
Winter'18

## FOR BETTER OR WORSE...CHANGE IS UNCOMFORTABLE

Over the course of my incarceration, I have been called many things, but seldom have I been called "ambivalent." Yet I confess to being emotionally equivocal about participants who quit or get separated.

I do believe that actions have consequences. But I also believe that some of us, is not the sum of us; We are not our worst acts. Let's be honest, we tend to judge ourselves by our best intentions and others by their worst faults.

I'll be the first to admit I've made a lot of mistakes in my life. We as brothers should be doing everything we can to help those around us to strive for better things. Think of all the quotes we have to live by today

like "you get what you get and you don't throw a fit," "if you ain't first, your last," "the early bird gets the worm," "stay ready to keep from getting ready," or "he who breaks through the brush first gets the thorns." As brothers, we should be pacesetters and groundbreakers for those around us.

That said, it's hard to not be pained when so many make the decision to not want to better themselves while they are here. I have remained silent while my brothers make bad decisions around me, until now.

Being in PEP can be great fun with a positive attitude. It is full of take-aways you can use in your life right now and provides an environment conducive for teachable moments.

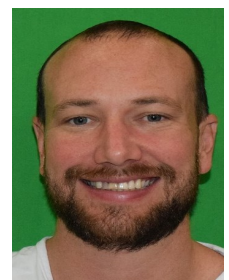
Granted, for many, this new structuring can be frustrating at times and make you want to quit, perhaps there are still lessons for all of us to learn as men:

- Privilege can be poisonous. In our arrogance, we can get caught up doing what's expedient, taking advantage of and exploiting others.
- Fortune and fame don't fix flaws. Character matters. Success is about what you have; greatness is about who you are.
- People will forgive just about anything-except hypocrisy.
- Before honor comes humility. The book of Proverbs declares that "pride goes before destruction, and a haughty spirit before a fall." Or as the great philosopher Kendrick

Lamar put it, "Be humble, sit down."

•Truth is something that must be known with the mind, accepted with the heart, and enacted in life.

Above all, try to live a life of truth.



**Christopher Keyes**  
Pristine'17