



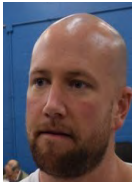
CHRONICLE

Think Tank kicks off year for Winter '18 Class

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Welcome to our new reporters, Chris Keyes and James Laster and new media team lead, Henry Toliver.



Keyes



Laster



Toliver



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Editor in Chief

**Christopher Winfield:**  
Contributing Editor

**Chris Keyes:**  
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**James Laster:**  
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**Media Team:**  
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The Winter '18 Class, "Sovereign Kings", participated in their first event –The Business Plan "Think Tank". The participation of the many executives, volunteers and faculty and students from Dallas Baptist University, ensured success.

The Think Tank event is the first step on a long road that culminates in the Business Plan Competition and Winter '18's Graduation. PEP brothers met with a succession of execs and discussed their business plan ideas, gathering useful advice, information and support.

As always, everyone came away feeling that a lot was accomplished. For the first time this PEP class had the incredible experience of interacting with the fantastic volunteers that make PEP possible. This is really the first step in building the relationships that the PEP network is known for. First time volunteers got the unusual experience of voluntarily going to prison! Everyone survived and a great time was had by all!

By: Christopher Winfield



## Final Pristine 17 Event teaches inter- viewing techniques

The Mock Interview Event for Pristine 17 graduates on October 7<sup>th</sup> was one of the most useful events for PEP. The event is to teach PEP graduates interviewing techniques with potential employers upon release. I walked away from this event with much more than what I expected. With each executive I spoke with I gained valuable information and as I progressed through the interviews I utilized what I learned along the way and saw great improvement by the time the day was finished.

The “*felony question*” was the focal point of the day. It is important to be able to answer this question honestly and then be able to transition into something positive. This can be as simple as explaining that “Yes, I have a felony. Here is what happened and this is how I moved past it and turned my entire life around”. Most executives and volunteers said to acknowledge your incarceration then move the conversation onto work history, involvement in PEP or any other positive area. This is also a prime opportunity to talk about rehabilitative classes as well as educational courses that you may have taken since incarceration.

For the graduates of PEP this includes mentioning your Certificate in Entrepreneurship from Baylor University, receiving the Toastmasters Competent Communicator certification, as well as the intense character development course and various computer skills we’ve been taught. You can also expound on any trade certifications or college courses you may have completed.



The idea is to use the felony question to show that yes, we made a mistake and we regret it, but we have moved past it, we have grown and used the mistake to turn our lives around. It is not the time to make excuses, place blame or wallow in our shame and regret. It is the time to look them in the eye with confidence, acknowledge our past and show how we grew, learning from our mistakes while at the same time proving our worth as a responsible employee. Telling interviewers that you used your time wisely while in prison to better yourself and to prepare yourself for when you are released.

The Mock Interviews Event helped PEP graduates build confidence as we prepare to eventually leave here. Each executive I spoke with I learned better ways to respond to questions and gained confidence in myself. One of the things that helped me to speak to them with confidence was to keep in mind that they are just people. To bear in mind that prospective employers are looking for honest and confident people, despite past mistakes.

It is also important to be sincere and respectful. We can all learn so much from sitting down and speaking with the executives and volunteers who have a genuine interest in helping us put

the pieces of our lives back together. The truth is, one day each of us will be free and we will be going to a job interview in one form or another. This event taught us how to walk into that situation, to understand what lies ahead of us and be able to make an impression that leaves our potential employer comfortable in trusting us with a position on his or her team.



The Mock Interview Event provided more insight and knowledge in how to succeed once these doors open for us.

By: James Laster

## Defining your Values and living out your Values will guide you to your True North!

### INTRODUCTION

Values affect the ways that leaders conduct business. Successful leaders recognize the importance of understanding their own values as well as those of their team and knowing how these values influence decisions and behavior.

### WHAT ARE VALUES

Values are a basic set of beliefs and ideas held by an individual or organization. Values affect the way people conduct themselves, guiding their decisions, behavior and world view.

In leadership terms, values are not to be confused with morals and ethics. Rather, they define what an individual finds worthy of his or her time and attention. For example, the officers of ToastMasters Club X value having many

people join the club, regardless of these individuals participation in educational activities. Alternatively, officers in Club XX value members’ educational progress above collecting names for the membership roster.

### DEMONSTRATE VALUES

Everything a leader says and does reveals his or her values by recognizing and rewarding team members whose behaviors exemplify the appropriate values, and recognize and correct team members’ behavior that conflicts with those values. The leader will only be successful if he or she is able to persuade team members to align their values with his or her own.

### CONCLUSION

Successful leaders continually develop and

adhere to a set of values that evolve from what they believe is important or relevant. They will earn the respect of the team by consistently acting in keeping with his or her values, too. The leaders’ values will become a compass that will help him or her consistently make the right decisions in leading the organization.

**“It’s not hard to make decisions when you know what your values are.” Roy Disney**

Source: Toastmasters Intl  
By: C Winfield





## Tell Me About Yourself?

Just when I thought I was finished with phase II and a PEP graduate, I hear a familiar voice say, "All Pristine '17 turn out." It was "Mock Interviews" event day and I was ready to get started. I updated my resume a few days prior and practiced what I would say when asked the dreaded question, "So, you checked yes to having a felony conviction here on your application, what can you tell me about that?"

I interviewed with 8 different executives and after doing so I found out what works and what does not. The first couple of interviews I was trying too hard to please everyone. I thought by telling the interviewers what they wanted to hear that I would get the job. However, nothing could be further from the truth. What I gained by doing all these interviews was sound advice from a wide array of people of what a potential employer is looking for.

I learned many do's and don'ts After I sat down to talk with one executive about half way through the event, he said, "just tell me your story." Instead of following the traditional interviewing process I just began talking about my life before I came to prison, what I did for work in the past and my future goals. I told him about what all I learned from the PEP program: how Toastmasters made me a better speaker and boosted my self-confidence and about the "Living in the Village" book. I mentioned learning how to improve my credit when I get out and how important it was for me to accumulate an emergency fund of 3 to 6 months. Having worked construction all my life and dealing with layoffs and unemployment, setting up a savings



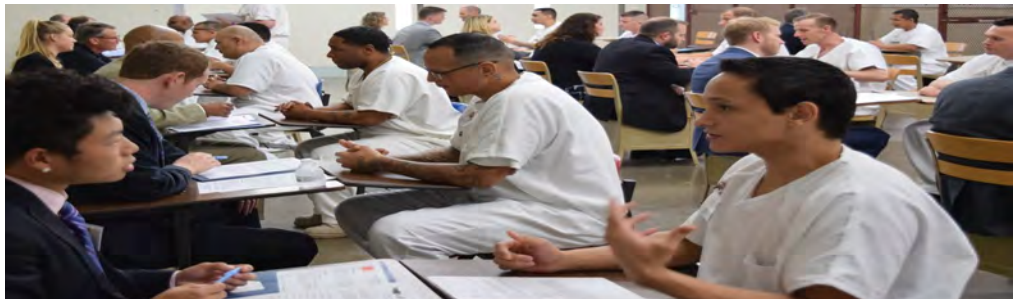
plan is vital to success. I was able to take away this little golden nugget of knowledge from the "Mock Interviews" event. "If you are willing and able to let people get to know and see the real you in an interview by being open and honest. People can sense your being genuine and are much more likely to hire you."

There are lots of job applicants in the market are still frontin' and fakin'. I want to encourage all



my PEP brothers to keep it real and 100! Don't just talk about it, be about it!

By: Chris Keyes



## Speaking and thinking positively increases success and health

Why is it that many of us think we can do anything and yet we turn to those we associate with and give them a reason why we can't? Do you know that the words we speak have a direct influence on the actions we take? How many times have you said to yourself that you can do something and then when the time came you failed? Five times? Ten times? More?

The reason these things happen to us is simple. There is a psychological link between our thoughts, words and actions. This link is the influencer in our lives, whether we accept it or

not. Studies have shown that people who think positively achieve greater success and have improved health. Further people who both think and speak positively increase their health and success by a multiple of ten! There is a direct correlation between what we think and say, and the amount of overall happiness we can achieve. I don't know about you but I want that sort of happiness!

So how do we as emotional beings achieve it? It is actually quite simple. Start teaching yourself to announce the things you want to

achieve. If it is simply passing your next test, start telling yourself that you are going to pass! Then start telling the people that you hang out with that you are going to pass! The more you pronounce what you want to happen in your life, the better you become at making those things happen!

You can do it! You are doing it! And you will do it!! Good luck!

By: Justin Whittaker

**\*See 10 Secrets of Success on Page 5. Read #1.**





## Sage advice from busi- ness leaders

(Or, things and thoughts to consider as you go through PEP)

### **Warren Buffett:**

CEO of Berkshire Hathaway. AKA, the Oracle of Omaha. Arguably the greatest investor and biggest philanthropist of all time.

### Speaking on Investing:

“But ultimately, there’s one investment that supersedes all others: Invest in yourself. Address whatever you feel your weaknesses are, and do it now. I was terrified of public speaking when I was young. I couldn’t do it. It cost me \$100 to take a Dale Carnegie course, and it changed my life. Nobody can take away what you’ve got in yourself-and everybody has potential they haven’t used yet. If you can increase your potential 10%, 20% or 30% by enhancing your talents, they can’t tax it away. Inflation can’t take it from you. You have it the rest of your life.”

\*\*\*We have Toastmasters to help with your speaking and the library has “How to win friends and Influence People” by Dale Carnegie, one of the best-selling books of all-time. Many opportunities are at your fingertips to better yourself now that you are in PEP. USE THEM. Prepare and invest in yourself for the future. No excuses!

\*See 10 Secrets to Success, pg 5, #4.

### **Jim Collins:**

Author of many bestselling business books. Here Collins relay’s a conversation he had with Peter Drucker, one of the most influen-

tial business teachers.

### Speaking on Usefulness:

Drucker told him “It seems to me you spend a lot of time worrying about how you will survive. And you seem to spend a lot of energy on the question on how to be successful. But that is the wrong question! The question is, how to be *useful*.”

\*\*\*We often hear PEP brothers lamenting about things that are out of their control. Or, worrying about the wrong things. What are your strengths and how do you put them to use in a useful and productive way? The PEP library has a number of books by Jim Collins and Peter Drucker.

### **Eli Broad:**

Entrepreneur in many homebuilding ventures.

### Speaking on Unreasonableness:

“If you look at all the companies in the new economy, whether it’s Amazon, Uber, Facebook or Google, reasonable people wouldn’t have done that. George Bernard Shaw said the reasonable man adapts himself to the world, the unreasonable person doesn’t: therefore all progress comes from unreasonable people. I think the best thing to do is follow the advice that reasonable people maintain the status quo-those who are unreasonable make changes.”

\*\*\*In other words, don’t follow the pack.

Carve your own trail. Believe in your idea’s and yourself.

\*See 10 Secrets to Success, pg 5, #8.

### **Michael Bloomberg:**

Founder of Bloomberg News and former mayor of New York City.

### Speaking on Risk/Reward:

“Organizations resist innovation and those that do inevitably fail-because people are more comfortable with what they know than with what they don’t. Looking beyond the horizon and taking risks have always been a core part of our company’s culture...”

Innovation requires hiring smart, creative and driven people, empowering them to take risks and standing behind them when things don’t go as hoped. The biggest failures are not missed targets but missed opportunities.”

\*\*\*First and foremost, understand the opportunity you have being in PEP. Always keep your eyes and mind open to new idea’s, thoughts and concepts. Change can be hard and people resist. New idea’s and thoughts are hard as they require people to get out of their comfort zone and do new things and jobs. Yet if we don’t, we grow stagnate and like Bloomberg say’s, companies die and go out of business. We all know the world is changing in profound way’s each and every day. Be part of a positive, productive and innovative change.

By: Mark Gregulak  
Source: Forbes

## Take Time To Sell Time In Your Business Pitches

Being involved in the PEP program allows participants to hear every kind of business pitch imaginable. We’ve also heard some very unique reasons why one should buy the product or service being pitched.

One of the most overlooked aspects in pitches to buy a service or product is time. Does your product or service save customers time? Can this be a competitive advantage for you? How do you sell time? Time is quite possibly the most elusive and hardest things to define and put your finger on. Nearly everyone has a different definition of time expect that nearly everyone agrees they need more of it. We’ve all heard someone say I wish there was 26 or 28 hours or more time in each day.

People have sought interesting ways to save and utilize time through the ages. Ted Turner (founder of CNN) famously only wore slip on shoes because tying shoe laces wasted too much time. Elon Musk was determined to feed himself on one dollar a day so he didn’t have to waste time cooking or thinking about food and what to eat (he lived mostly on hot dogs).

Time is one of the most overlooked factors in a sales pitch. Most

sales pitches concentrate on price and uniqueness of a product or service. In this day and age time should also play a big role in ones sales pitch. Just look at what is happening with Amazon and their delivery service. It’s all about time. Buy from them and it’s delivered right to your doorstep rather than you having to go out and shop. Time.

When delivering your pitch you should bring up, if possible, how your product or service offering will free up time for your potential customer. Remind them of the other things they can do or accomplish because they are buying or using your product or services. What is that worth to them? They can spend time with their family, their hobbies, their friends or whatever they choose.

If your business can provide this you need to take *time* to figure out how to incorporate this feature into your pitch.

By: Mark Gregulak





## Investors Advice: Investing Guidance and Thoughts From Warren Buffett

“We don’t have to be smarter than the rest; we have to be more disciplined than the rest.” – Warren B.

**The Warren Buffett Way:** By: Robert G. Hagstrom

### Business Tenets:

- Is the business simple and understandable?
- Does the business have a consistent operating history?
- Does the business have favorable long-term prospects?

### Management Tenets:

- Is management rational?
- Is management candid with its shareholders?
- Does management resist the institutional imperative?

### Financial Tenets:

- What is the return on equity?
- What are the company’s “owner earnings”?
- What are the profit margins?
- Has the company created at least one dollar of market value for every dollar retained?

### Value Tenets:

- What is the value of the company?

Can it be purchased at a significant discount to its **intrinsic** value?

### The Focus Investors Golden Rules:

- Concentrate your investments in outstanding companies
- Limit yourself to the number of companies you can truly understand. 10-20 is good, more than 20 is asking for trouble.
- Pick the very best of your good companies, and put the bulk of your investment there.
- Think long-term. 5-10 years minimum.
- Volatility happens. Carry on.

### Bits of Investing Wisdom:

- The basic ideas of investing are to look back at stocks as businesses, use market fluctuations to your advantage, and seek a margin of safety. That’s what Benjamin Graham taught us. A hundred years from now they will still be the cornerstones of investing. It’s far better to buy a wonderful company at a fair price than a fair company at a wonderful price.
- I want to be in businesses so good even a dummy can make money. I read annual reports of the company I’m looking at and I read the annual reports of the competitors. **That’s the main source material.**
- It’s bad to go to bed at night thinking about the price of a stock. We think about the value and company results. **The stock market is there to serve YOU.**

Source: PEP Resource Library

## **IBD’S 10 SECRETS TO SUCCESS**

Investor’s Business Daily has spent years analyzing leaders and successful people in all walks of life. Most have 10 traits that, when combined, can turn dreams into reality. Each day, we highlight one.

- 1 HOW YOU THINK IS EVERYTHING:** Always be positive. Think success, not failure. Beware of a negative environment.
- 2 DECIDE UPON YOUR TRUE DREAMS AND GOALS:** Write down your specific goals and develop a plan to reach them.
- 3 TAKE ACTION:** Goals are nothing without action. Don’t be afraid to get started. Just do it.
- 4 NEVER STOP LEARNING:** Go back to school or read books. Get training and acquire skills.
- 5 BE PERSISTENT AND WORK HARD:** Success is a marathon, not a sprint. Never give up.
- 6 LEARN TO ANALYZE DETAILS:** Get all the facts, all the input. Learn from your mistakes.
- 7 FOCUS YOUR TIME AND MONEY:** Don’t let other people or things distract you.
- 8 DON’T BE AFRAID TO INNOVATE; BE DIFFERENT:** Following the herd is a sure way to mediocrity.
- 9 DEAL AND COMMUNICATE WITH PEOPLE EFFECTIVELY:** No person is an island. Learn to understand and motivate others.
- 10 BE HONEST AND DEPENDABLE; TAKE RESPONSIBILITY:** Otherwise, Nos. 1-9 won’t matter.

### **HOW YOU THINK IS EVERYTHING**

Source: Investor’s Business Daily (PEP Resources)

## **BUSINESS START UP CONSIDERATIONS**

- What year do you plan to start your business? (exact year)
- How many months will it take you to save the amount that you are contributing toward your start-up costs, if any?
- What industry will you be working in while you save this money? (Limit to one or two)
- What equipment do you currently own that will be used for your new company?
- Are you seeking debt or equity financing to cover the balance of your start-up costs? (Choose One)
- If equity financing – what percentage of your company will you give up?
- If debt financing – what terms are you seeking (at what percentage, for how many months)?
- If you require financing through a third party for equipment, what terms are you seeking (at what percentage, for how many months)?

By: Christopher Winfield  
Source: PEP Resources

# The Keys to losing and gaining weight



## Losing Weight:

The bottom line for fat loss:

- 1) Build some calorie burning muscle through strength training;
- 2) Create a modest calorie deficit through dietary restraint. As you know, this means eating properly balanced meals and fewer calories than you expend.

As you may not know, every pound of bodyweight contains 3500 calories. So if you want to lose a pound a week, you'd only have to consume 500 calories less than you expend every day (7 \*500=3500).

This is done by controlling your calorie intake and burning calories through exercise, day-to-day activity, and by raising your RMR (Resting Metabolic Rate) through added muscle, frequent meals, and the post-workout rise in RMR.

Losing .5 – 1.5 lbs a week is optimal. If you are very overweight, you should be closer to 1.5 pounds a week (750 calorie daily deficit), and if you only have a few pounds to shed, .5 lbs a week is ideal (250 calorie deficit daily).

Taking your time will prevent muscle loss and maximize your chances of keeping the weight off permanently. Don't give in to the temptation of not eating or doing tons of aerobic exercise-both of which will cause muscle loss, and therefore counteract your goal of long term fat loss. Ideally, you want to build muscle in order to increase your RMR. You must do everything in your power to prevent muscle growth, you'll cause your body to break down its existing muscle for fuel. This is going in the wrong direction. Remember, it isn't simply about weight. It's about body composition-less fat and more muscle.

Key Points for weight loss:

- Lose .5 – 1.5 lbs per week by eating 250 – 750 less calories than you burn daily.
- Eat 5 meals per day, every 2.5 – 3.5 hours.
- Maximize your calorie expenditure by building muscle through consistent, short, intense strength training.
- Eat a diet that gives you about 1 gram of protein per pound of your ideal bodybuilding, and split the remaining calories

between mostly unsaturated fats and carbs with a low glycemic index. Stay away from processed sugars. Don't starve yourself and don't overeat.

## Gaining Weight:

To gain weight, you need to consume more calories than you expend. Whether the surplus of calories is used to build muscle or fat depends largely on whether or not you place a demand for added strength on your body. How do you create such a demand? By consistently engaging in short intense bouts of resistance training that consists of mainly compound movements like any type of Push Up, Pull Up or Squat.

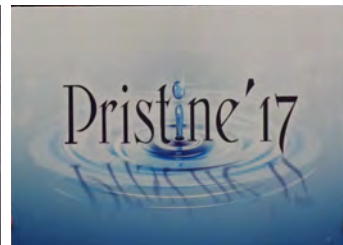
Keep a close eye on your body composition. If you notice yourself packing on more fat than you feel comfortable with, back off the calories a bit. On the other hand, if you're not seeing any changes, bump up your calorie intake.

Keep in mind that if you're trying to build serious muscle mass, its inevitable you'll pack on a little fat at the same time. Don't worry about it too much. Focus on eating enough and gaining strength. Then, after you've got your muscles, shift your focus to losing body fat to show them off.

Key points to gain weight:

- Consume 500 – 1000 more calories than you expend daily.
- Maintain a well balanced diet. 1.5 grams of protein per pound of bodyweight with an even split of carbs and mostly unsaturated fats for the remaining calories.
- Eat frequent meals, 5 – 6 per day, every 2.5 – 3.5 hours, with plenty of whole pieces of fruit, raw or steamed vegetables, nuts, seeds, meats, fish, and dairy.
- Consistently strength train.

By Reginald Lennon



## Submission Policy

The PEP Chronicle actively seeks submitted content- articles (original or to- be- reprinted), applicable current event stories, profiles and Op-Ed pieces.

In the business world, written communication skill are every bit as important as verbal- We have Toastmasters to develop the one; The PEP Chronicle can provide opportunity to work on the

other.

**Written submission to be between 150 and 500 words**

**Material can be edited for content and/ or length at the discretion of staff.**

**Content should be in line with PEP's stated aims and goals**

**Opinion pieces are just that- opinions- and**

**are welcome. Just don't be that guy who rants offensively and incoherently**  
**Submission does not guarantee acceptance.**  
**Content is reviewed for suitability by Chronicle staff as well as PEP management in Houston. Don't get your feelings hurt if you do not have your work printed. Try again.**

## Author of PEP Entrepreneurship book is an Academic Superstar

“He is an absolute Rock Star!” Those are the words Dr. Bob Akin used to describe his fellow Texas Christian University colleague Dr. Garry Bruton. “Garry’s a Rock Star in the academic world. He’s one of the top in the world in his field and is second to none. He’s awesome.” (Dr. Bruton is also the co-author of the Entrepreneurship book used for Phase II in PEP).

High praise, indeed. Yet, it is justified, well deserved and accurate. Dr. Bruton’s resume, academic achievements, awards, leadership positions, international recognition and, well, nearly everything he has done in his adult life is surrounded in excellence.

Dr. Bruton is a professor of entrepreneurship and business strategy at TCU, where he spends the vast majority of his time. For the last 20 years though he’s also spent 3-4 months a year living and teaching in China at various institutions and also at many European and Russian schools.

Dr. Bruton has been involved with the PEP program for years. He taught some classes at the Cleveland unit previously. That he gives so unselfishly to the PEP program despite his stature speaks volumes of how he embodies the 10 driving values and gives back to society. He was instrumental in persuading the TCU students to participate in PEP events.

He took time to talk about teaching, life and offered advice to the PEP participants.

“The number one thing is to stay focused,” Dr. Bruton said. “There’s lots of distractions out there but you have to stay focused. I give my students the same advice. Everyone gets rejected. They (TCU students) face the same thing when looking for work. It’s just their structure is different. They hang out with the right people. You need to surround yourself with creative and positive people.” He added with focus and a belief in oneself, the future is unlimited. “If you make it no one is going to look at your past. I’m positive about our economy. There are more opportunities now than ever before, for everyone.”

Dr. Bruton also spoke why he give’s to the PEP program and his dismay with the prison system. “Recidivism is bad. But what do they expect. If they (inmates) don’t have the skills why would we expect them to succeed?” That’s why he is excited to help the PEP program; to arm inmates with needed skills to rejoin society.

He said the best part coming into prison is the people you get to know. He’s continually amazed at the level of excitement, effort and creativity put into the business plans. There’s also been a few lowlights. “I have to say, it was not the best experience in my life eating the prison food at the Cleveland Unit.” Yes, we all can relate to his prison food experience.

Dr. Bruton’s future doesn’t seem to include retirement. He has traveled to over 70 countries and plans on continuing to travel and stay involved in academics by teaching, writing and lecturing, among other things. That should bring a smile to the Neeley School of Business students at TCU.

Now that Dr. Bruton has been honored by the PEP brotherhood and given his honorary ‘Sweet’ name, ‘Sweet Colonel Sander’s’ (“because I’m finger lickin good”) hopefully we can look forward to him gracing us with his presence at future events.



## The top 11 social media sites and the audiences that they reach

**LinkedIn:** This site is number one in business-to-business marketplace. It is used to connect with other professional networks. A majority of content is centered on IT services, financial services, computer software, telecommunications and generally tech related services. The demographics are pretty evenly split between male and female users, 82% are over 35 or older, about half earn over \$75,000 and are college graduates.

**Facebook:** This site is the biggest business-to-customer site. It is the biggest social networking site in the world and shows no sign of slowing down. More than a 1 million small and midsize companies advertise on Facebook. 72% of Americans use Facebook and this number keeps growing. The breakdown is: 82% of adults ages 18 to 29 uses Facebook, 79% of adults ages 30 to 49, 64% of adults ages 50 to 64 and 48% of adults 65 or older. 58% of users are women.

The biggest industries, based on fans are sports, fashion, retail food, fast-moving consumer goods, entertainment, media, electronics, auto, retail and beauty.

**Twitter:** A perfect site if you can reach your audience through 140-character tweets. 23% of online adults use Twitter. 37% of users are adults 18 to 29 years old. Only 10% are 65 or older.

27% of users make over \$75,000.

**Pinterest:** This site is mainly pictures. 30% of adults use Pinterest. The average user is between 25 and 54 years old. 80% of users are women.

The top topics are home, arts and crafts, food, women’s fashion, inspiration and how-to/do it yourself. Do pictures tell the best story of your business? Is your business geared towards women? This is your site.

**Google/Alphabet:** Has over 300 million active monthly users. The top occupations on the site are engineer, developer, software engineer, designer, teacher and web developer.

**Tumblr:** This site say’s it lets you share anything. The 275 million blogs on the site host text posts, photos, quotations, links, music and videos. Each site can be individually customized. Has over 420 million users

**Instagram:** This site is about sharing stories in a visual way. It has over 300 million monthly active users of which 75 million are on the site daily. 55% of users are aged 18 to 29 and 75% are from outside of the United States.

**YouTube:** This is the second-largest search engine after Google. Over six billion hours of video is watched each month. The largest audience is millennials with 72% while only 43% of

baby boomers use the site.

**Flickr:** This is a photo management and sharing site. It has 112 million users from 63 countries with over 10 billion photos. 3.5 million photos are uploaded daily.

**Vine:** This site features six-second-long videos. 100 million people a month watch 1.5 billion videos a day. These videos can be shared on other sites like Facebook too. One third of users aged 14 to 17 uses Vine.

**Reddit:** This is an online bulletin board of registered members who submit content. The site is organized by topics like movies, books and music and the community votes to decide which position the uploaded content will have on the page. It is the 14<sup>th</sup> most visited site in the United States and has 234 million unique users.

So, peruse each site to get a feel and make a thoughtful choice as to which site or sites will best get your message across and promote you and your business.

\*Source: The Brand Mapping Strategy by Karen Tiber Leland

## Book Review

### Number One selling business book builds on strengths

In the pantheon of business book writers, Tom Rath is definitely at the head table if not at the head of the table. Rath is a distinguished and one of the most respected business writers and thinkers along with Tom Peters, Peter Drucker, Steven Covey, Spencer Johnson and others. His book, *Strengths Finder 2.0*, has been the #1 bestselling business book on the NPD BookScan (a book tracking service gathering data from over 16,000 locations) for the last few years and on the top ten lists longer. Why is this relevant? The book was written in 2007 and ten years later the information may be even more important as our society and the business world changes daily with tech advancements. One caveat; the book comes with a CD and also has an interactive website which we cannot

access here. But, we are still trying to get multiple copies of this book for the Book Club as the advice and premise is priceless. The gist of the book is to help you discover your top 5 strengths or talents. Rath writes that our society continually puts people in the wrong positions and doesn't recognize or utilize people's strengths. We are then surprised when people fail because the job we've given them doesn't utilize their talents or skills. We constantly put people in a position of weakness rather than working and using their strengths. An example Rath uses is from the movie 'Rudy', about the football player who spends a couple years working with the Notre Dame football team only at the end to play a couple downs in the last game. Though the story is inspirational, it is a total misuse of time and untapped talent. Rudy has many other strengths that can be utilized rather than playing football. Rath calls it the path of *most* resistance. Instead, he says find your five strengths out of the 34 possibilities he offers, such as an activator, learner, focus, includer, empathy, discipline or the other 28 and build on them. Get the best out of yourself and work on your weaknesses as

you can. Mostly, it will help you understand yourself more so that when applying for a job, starting a business or other things you do every day, you set yourself up to win and produce rather than setting yourself up for possible failure or unnecessary hardships. Great leaders understand what their strengths are and surround themselves with those who enhance their weaknesses. This is a highly recommended book and the millions that have bought, read and put the plan into action can attest too. The book is also relevant for all PEP participants as we need to identify our strengths and put ourselves in position to best utilize them when seeking employment and other activities in our life.  
By: Mark Gregulak

## Astro's World Championship provides lessons to all

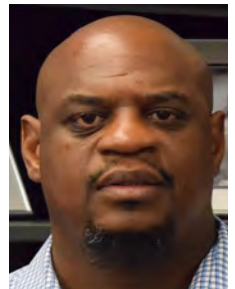
Hurricanes can wreak havoc upon a city as Hurricane Harvey and Katrina did to Houston and New Orleans. But it also inspires civic pride as city residents and others band together to help one another get through a dark time. In the 'feel good' sports story of the year, the Houston Astro's won this year's World Series by downing the Los Angeles Dodgers in a thrilling and home-run-derby-style series. The Astro's clinched the series with a 5-1 victory in game 7 in Los Angeles to bring home Houston's first baseball world championship title. Astro's players said they were playing for the residents of Houston and the surrounding region who were affected by the ravages and destruction of Hurricane Harvey. Astro players hoped the Championship would bring joy, light and renewed hope to the residents after the destruction of Harvey. To use sports as a metaphor, we participants in PEP may be playing, as well for our lives. Many of us have created havoc and destruction in our lives and in others. Now we have been given a chance to begin correcting our wrongs. PEP has banded together to help us get through a dark time. The resources have been laid out for each and every one of us. We now have to go out each and every day and perform, do what is asked of us, heed the 10 driving values, use the resources given to us, utilize the network of executives, volunteers and others who give to us and ultimately inspire others with our story of overcoming the odds. Many are helping us get through the mess we have created. Let us all follow the light and come home and be a beacon of hope and inspiration to our family, friends, community and others.



## PEP Estes Unit Welcomes Mr. Kevin Bailey to Management Team

On Tuesday, 10-31-17, Pat McGee and Gami Jasso introduced Kevin Bailey as the new In-Prison-Management team member. Bailey has been hired as character development specialist among other things. Bailey spoke to the graduates and said he was honored to be part of the program. He said looks to absorb the culture, the day-to-day activities and other nuisances of the PEP program as he settles into his job. Mostly he looks forward to working with and getting to know the participants and helping them grow as husbands, fathers, sons, friends and as men as we journey through PEP and back into our communities. McGee then spoke about how the executive management team is continually looking to improve and tweak the program. He said the program will now also try to emphasize and focus on how to better prepare participants when they are released and have to readjust to the world beyond these

walls. The emphasis on 'real world' preparedness will be incorporated into the current curriculum and activities PEP currently teaches. As McGee said, this is something we all need to emphasize every minute of every day and not just during PEP class and events. This is where Bailey will fit in nicely. Character development is not something one turns on and turns off when you feel like it or because the situation calls for a 'certain' behavior. Being an honorable and ethical man is *not* a part time job. Welcome Kevin Bailey and we look forward to working with you.



Kevin Bailey