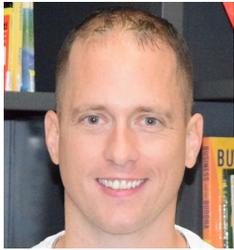




**Stephen Fucile**  
Rhetoric



**James Laster**  
Conflict Resolution

## Business Plan Workshop Event is an Opportunity to Refine Business Plans

### Executives and Volunteers Listen to, Review Business Plans—Offer advice to Sovereign Kings

On Saturday January 6th, the Winter '18 class, The Sovereign Kings, completed another step along the path to graduation, the Business Plan Workshop Event. The Driving Value theme was Innovation which was very appropriate given the purpose of the event.

PEP participants all know that the core of the second half of the program, the ultimate goal, as it were, is the Business Plan (BP) they develop. The final event preceding graduation is the Business Plan Competition. Thus, doing well in the BCP is the ultimate goal of all. To that end, virtually every lesson and assignment in Phase II is geared to learning how to produce a quality business plan.

Up to this point, the class has steady-



ly been putting together their BP's with the outside help of the volunteer advisors. This event is the first chance they are given to see the completed (albeit in draft form) BP. More importantly, it gives the Sovereign Kings another chance to run their evolving plans and ideas past the panel of executives and volunteers who attended to give advice, critique and encourage the class.

The executives and class members were divided into six groups and utilized the PEP room along with various rooms in the education section. The PEP brother's met with executives in 15 minute increments, one-on-one, getting feedback and advice. The first session lasted a little over an hour then everyone took a cookie and coffee break. The groups then got together for another session of one-on-one time before ending. Everyone then transferred back to the PEP room for more activities.

Continued Page 2

#### Inside this issue:

BP Workshop	2
Pitch Panel	2
Integrity Selling	3
Dr Burriss	4
Personal and Prof. Development	5-6
Fitness	7
Bitcoin	8
Soapbox	10

## SOVEREIGN KINGS PITCH PANEL EVENT

The February 2nd Pitch Panel Event may have been the best yet of Winter '18. 80 Executive Volunteers were expected and close to that showed up. It was a packed house.

Linda Thomas, long-time PEP supporter and tireless volunteer, was the subject of a moving tribute. The PEP Medias Team presented a wonderful short film, leaving not a dry eye in the house. Carl, Linda's husband of many years, then shared the story of how he and Linda began their involvement with PEP. PEP participants, both current and graduates shared their memories of Linda. In closing, Carl was presented with

several wonderful pieces of artwork, depicting Linda, on behalf of us all.



In order to get everyone primed up and ready to go, Michael Smoltich, Pristine '17, delivered his BPC Final—Four pitch to the assembled group. As during his BPC, he delivered it flawlessly.

The executives, volunteers and students listened diligently to the pitches and offered comments, advice, criticisms and accolades verbally and on the response sheet but genuinely cared and were totally engaged. We all realize what a gift this program is and truly appreciate those who give their time to us. Without them, PEP could not, would not exist!

The seven "room winning" pitches were delivered by Stephon J., Nick M., Julio A., Alan F., Stephen F., Juan O.— Jason M. and Jacob R. tied.

Cont. Page 2

#### CORRECTIONS

**Stephen Fucile**

**Chris Winfield** -  
Editor in Chief

**James Laster** -  
Editor



**BUSINESS PLAN WORKSHOP cont.**

Bert Smith made the announcement that, after seven years he is stepping down as CEO, Chief Empowerment Officer. Mr. Smith then announced that Bryan Kelly will be taking over as CEO. Bryan's rise through the PEP ranks is both inspiring and a lesson in perseverance. Congrats and Good Luck! Bert went on to say that he will continue his involvement in

PEP as a member of the Board of Directors, as well as teaching.

12 newcomers were present at the event. As always, they showed off their dancing moves for the crowd, spoke briefly and were shown a lot of love. We are so very grateful for their presence and support.

The next event in the buildup to the BPC is the **PITCH PANEL**. PEP brothers will get their first chance to present their formal 7-12 minute pitch publicly. This will provide much needed practice and input that will allow them to refine their presentation in preparation for the BPC. The event will be on Friday, February 2. By C. Winfield



**PITCH PANEL cont.**

That the Sovereign Kings did a fantastic job with their presentations is a credit to their hard work - Props as well as the PEP Graduates that worked tirelessly with them. A few rough patches, but that's to be expected. A 7 to 12 minute pitch, memorized, is quite a feat. Everyone take a bow - you

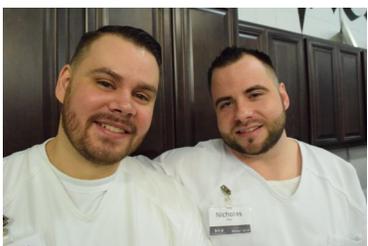
represented yourselves' well.

The event coordinator, Andrew Ramos, his team of Reuben Vasquez, Vince Herrera and Brian Trombly, the media team, the utility squad and everyone involved worked, as always, effectively, efficiently and seamlessly; they continue to make our events

a thing to be proud of.

The Business Plan Competition and graduation are only a month away! Time flies. Good luck gentlemen.

By Chris Winfield



# INTEGRITY SELLING

## Sales Seminar Brings Fresh Perspective and Outlook to Class

**David Raines and Steve Houseman teach strategies for successful selling to Sovereign Kings**

Do you believe salesmen are born or do you believe they are made? According to David Raines, sales traits are not learned intellectually but by experience. The Sovereign Kings class experienced an intellectual selling day with executive volunteers David Raines and Steve Houseman -who again came to share their extensive sales experience at the Estes Unit for the Integrity Selling Day seminar.

most important communication in sales is when your customer talks and you listen.

This intellectual selling event day was both informative and exciting. The experience the class received by being put in mock business sales scenarios gave them the understanding of how important it is to listen and communicate with your customer. This event was additionally useful in that the information given will be incorporated into the pitches for the business plan competition. The information gave the class the understanding how to put the finishing polish on their business pitches.



**David Raines and Steve Houseman applaud the Sovereign Kings.**

The Sovereign Kings welcomed both gentleman and were anxious for the knowledge and wisdom they would dispense throughout the day. David Raines spoke first and broke the ice as he relayed the story of how he was once a TDCJ inmate. All could relate to his struggles as they sounded familiar to many. Most importantly though, he spoke of how he overcame his past -he has been out for 17 years- and how he started his own business. Through hard work and perseverance Mr. Raines has turned it into a multi-million dollar business.

The day was packed with excellent information. The class was put in real life sales situations and acted out mock sales presentations. Raines and Houseman critiqued the efforts of the class individually and offered suggestions, positive affirmation and other advice. Throughout the day they doled out great information such as sales communication is 55% body language which they had the class put to use. By the end of the afternoon everyone was performing with confidence from all tips and suggestions given.

Both David and Steve were very particular in what they wanted the Sovereign Kings to learn and understand. They really drilled it into the classes' heads that one has to approach selling with an attitude of listening and understanding the customer's needs. They said the

Possibly the best advice given was when Houseman gave the class the four keys to successful selling. They were

- 1) Goal clarity
- 2) High achievement drive
- 3) Emotional intelligence
- 4) Social skills.

He broke each point down to explain its importance.

All in all this was another thoughtful and learning event. The Sovereign Kings gained not only valuable knowledge but got hands-on sales experience as well. Both David and Steve are professional salesmen and used their years of experience to enhance the participants understanding of sales communication. The event was another stepping stone in PEP's continual effort to educate and equip participants with valuable skills to be used upon release. We are blessed to be a part of it.

By Jared Spruce  
Sovereign Kings



## Dr. George Burriss Speaks on Overcoming Distorted Thinking

*“It is okay to hit; fun is bad; joining a gang is the right thing to do – wise even; women are our property; nothing is wrong with drugs and alcohol; the things that I don’t have are the things that I have to take from others ... “*

### Dear Reader

Do you now, or did you ever, hold any of the abovementioned beliefs? If so, when or where did they originate? Do you know? The most important question of all is: How do we rid ourselves of them?

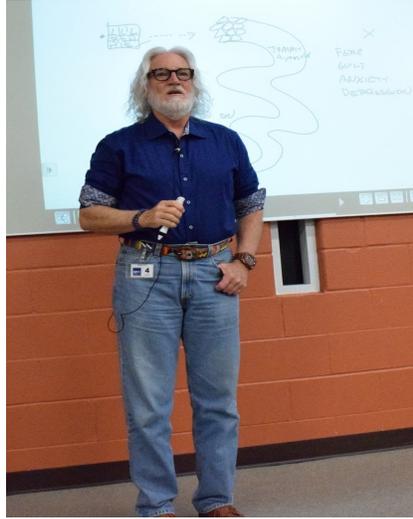
Many of us may ask ourselves these very same questions, yet rarely have the opportunity to receive an answer and/or a fix worth implementing; if we do find some sort of solution, the fix has a habit of not sticking. Why? What can any of us do to affect *real* change?

To paraphrase the eminent Dr. George Burriss, who, for the second time, was kind enough to honor us with his presence: *Lasting decisions are only made in states of deep, or heightened, emotion.*

How many times have we done just that, without ever realizing it, while navigating the often treacherous waters of life? Devoid of a light to guide us, our “vessels” will become lost at sea or dashed upon the rocks of our own ruin. Each and every one of us has witnessed one or more

of these “ruined vessels” – those who wander through life without the least trace of humanity or civility – those who have taken the aforementioned beliefs as gospel.

The good doctor came to shine a light upon our ir-



rationalities, for it is nigh impossible to fix something which we don’t realize is broken. Dr. Burriss revealed to us how it is that we come to believe certain irrationalities, such as “its okay to hit.” Most of these beliefs form while we are children. Let’s say that we grow up in a house where we see and/or experience hitting and, not only is it tolerated but, it is

expected. One raised in such an environment may well – due in large part to the traumatic nature of those experiences – grow into adolescence and adulthood believing that hitting another human being is not only okay, but the right thing to do in tense situations.

Much of this distorted thinking, according to the doctor, can be traced to similar events during childhood and early adolescence. How do we change these beliefs? First, we must *REAL-LY* want to; the “why” has to be big enough. Second, we have to dredge up all of those old memories – all of the hurt, all of the pain, all of the hate & anger – and honestly *FEEL* them. Finally, we must take advantage of the power packed within those emotions to resolve never to believe, never to think, never to engage in any of those erroneous ideals and/or actions ever again.

It is only there in that dark place, he said, that we can find the light necessary to guide us safely towards the shore of mental and spiritual recovery.

All of us here in the PEP family are deeply honored to have had the honorable Dr. George Burriss come to our modest doorstep and offer us a way out of the abyss of ignorance, intolerance, and depravity. Hopefully he will be kind enough to visit us again in the near future!

By Grady Vickers  
Sovereign Kings



### 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.**

## THE ART OF RHETORIC

Rhetoric is the art of discourse wherein a writer or speaker strives to inform, persuade or motivate a particular audience in specific situations. The ancient Greeks made this art of speech famous by using it to shape the public's views on politics and civic life. You can find the earliest mention of these oratorical skills occur in Homer's Iliad where heroes like Achilles, Hector and Odysseus were honored for their ability to advise and exhort their peers and followers (the Laos army) in wise and appropriate action. American President John Quincy Adams of Harvard Law School is famous for his own brand of rhetorical theory. While debating the theoretical uses of rhetorical speech are a much enjoyed past time of ivy leaguers it is also very useful

in our everyday lives.

Some of the very most persuasive speakers are those who have passion not necessarily all the answers. Take the five year old child who wishes above all things to stay up late to watch a movie or T.V show with an older sibling. The passion, in which these children often times speak, wins the argument and gets them their heart's desire. These children are bold enough to make the stance and place an argument toward their goal. Is there a lesson here for us adults?

We are faced with situations every day in which we could be bold enough to hold our ground and make our case. Think of this in the practical applications, a job interview

where you could make your claim as the best candidate to the interviewer could be the differentiator. Having a strong argument prepared to state your case as to why you are the person best fit for the promotion you seek. Prepare yourself with a list of your attributes allowing that dream girl to say yes.

The art of persuasive speech is important to all of our everyday lives. We should look for the opportunities in which we can make a difference in our very own lives. Being child-like and bold in our efforts to seek out and accomplish our dreams. That sounds like a great idea to me.

By Stephen Fucile  
Sovereign Kings

## THE SECOND SALE

**A one-time customer is a wasted opportunity. So we asked six entrepreneurs: How do you create repeat purchases?**

- **TREAT 'EM NICE-** "We recognize our regulars, even if it is a simple 'Welcome back. ' People like to feel that they are being seen and noticed and are important to you." **Leo Kremer, founder, Dos Toros**
- **ANTICIPATE THEIR NEEDS-** "We make custom stationary using dies and plates that are engraved for specific clients. Our sales team is proactive about reaching out for reorders." **Jaqueline Kotts, owner, Mrs. John L. Strong**
- **KNOW THEIR HISTORY-** "A single product is only the beginning of a sound system. We're a brick-and-mortar consumer electronics retailer, but on our website we track our customer's preferences and have a proprietary algorithm that recommends products. Knowing what they have and what they're interested in engenders loyalty." **Leon Shaw, founder, Audio Advice**
- **GIVE GIFTS!-** "We have a referral program that includes a special discount for both parties- the original buyer and the recipient- and we offer a free gift with purchases around the big holidays." **Helen Ficalora, founder, Helen Ficalora**
- **MORE IS MORE-** "Everything on our beauty site is \$1, so we naturally have a lot of repeat customers. We keep them coming back by adding more than 100 new products every single week. We constantly promote new arrivals on Instagram. Having a bigger variety than any other outlet is what keeps them coming back." **Jean Baik, founder, ShopMisSA.com**
- **HELP THEM NEVER FORGET-** "We stand for more than just 'cheap flowers.' We offer subscriptions, which introduce the concept of automated deliveries- weekly, monthly, or quarterly. We also allow people to subscribe to discounted preorders for recurring specific dates, like birthdays or anniversaries." **John Tabis, founder, The Bouqs Company**

## I GOT YOUR WIKI RIGHT HERE

Want a Wikipedia page for yourself or your business? An underground network of editors will make you one-for a price. Over the last few years this has become quite the trend. In the same way you can purchase twitter followers for \$2000 per million, you can have a Wiki page created for about the same. The jury is out as to whether this actually has any quantifiable benefit. There are things you can do yourself, however, to up your visibility.

Here are four ways to boost your credibility and expand your digital footprint:

- 1) **Ramp Up.** Start by publishing thought pieces on your own site, says Jayson DeMers, of marketing firm Audience Bloom. From there, you can pitch niche blogs and industry podcasts, moving up to mainstream publications.
- 2) **Use Video.** Local colleges and chambers of commerce are often eager to host speakers. Offer to give a talk and have it filmed, suggests Leonard Kim, of Influence-Tree. Share the video with your followers, turn the audio into a podcast episode, and transcribe the speech for a blog post- a digital Hat Trick that builds credibility.
- 3) **Engage!** Grow your social media following by "responding to all comments on all platforms," says DeMers. "Don't just use social as a megaphone to get your message out."
- 4) **Seek Out Reporters.** Build relationships with journalists by being a "knowledgeable, fast, and reliable source," says Demers. He suggests signing up for a service like HARO, where you can connect with journalists who are writing about specific topics or industries.

## CONFLICT RESOLUTION

**CONFLICT** will always be a part of our lives. It is something that we will all face and be forced to deal with at one time or another, either on the job, in social settings, or possibly even in the home. We have all witnessed the aftermath of conflicts that have been unaddressed and unresolved. Jobs lost, families destroyed, crimes committed, even wars being waged. It is very important for us to grow and learn conflict resolution skills that we can apply to all aspects of our lives. Conflict is not always a bad thing. Once conflict is identified and properly addressed and resolved it often leads to improvement and positive change, bringing forth advancements such as increased productivity, better decisions, innovation and bonding. People can move past conflict to find and utilize solutions that have a positive impact.

Conflict may occur for four reasons. Contentious personalities, misunderstanding, issues, and styles of leadership can all be reasons conflict may arise. When it comes to contentious personalities, a person's disposition or personality is a complicated matter. Individuals are influenced and molded by different factors such as parenting, culture, community, experiences and a culmination of many other factors. Some-time individuals just tend to clash. The following personalities can be very difficult to deal with: a know-it-all, an argumentative individual, a people pleaser, a narcissist and a self-loather.

Certain conflicts may be as easy as a simple misunderstanding; due to faulty perceptions you may find that one of the parties involved does not have all the facts about the situation. Once everyone knows the facts, the misunderstanding disappears.

As situations move forward issues can arise. Perhaps team members have different opinions or preferences about a situation. A multitude of issues can arise between individuals that easily halt a working relationship and alter the social atmosphere of any group.

Another type of conflict stems from different styles of leadership. Every leader has a particular way that he or she leads. Every team member responds differently to different styles of leadership. Most leaders display characteristics of either authoritarian, democratic, charismatic, or passive styles of leadership. These different styles of leadership can sometimes create conflict amongst team members as well as other leaders.

Do not allow conflicts to degenerate into refusals to communicate or to work with one another, name calling or even worse. It is important for team members to remember that they are not required to like each other, but they must put aside differences and focus on achieving the team's goal.

If a conflict exists you can approach it in many ways. In some situations you may ignore it. However most of the time this does not work. The conflict doesn't go away; it often gets worse when ignored. You can attempt to smooth it over. This method is appropriate when the issues are more important to the parties involved than they are to you and the teams goals. This method preserves harmony and goodwill. You can attempt to use power to resolve conflict, especially when an emergency situation requires a quick decision. However, this usually results in "winners" and "losers" and losers can be resentful. Compromising is a great way to deal with conflict but it can be difficult to reach an understanding. Since both parties lose something they may have less support for the compromise solution. Collaboration is another way to resolve conflict. Each side recognizes the others needs as legitimate and important and acknowledges their ability and expertise. They work together to arrive at an agreement that will resolve the conflict. When each party wins, they have greater commitment to the solution and no resentment or distrust.

By James Laster Source: Toastmasters Intl

## HOW TO RESIST SHINY-OBJECT SYNDROME

Have you ever worked with someone who is full of big ideas and constantly hops from one project to the next? If so, you've likely encountered a case of what psychologists call *shiny-object syndrome*. This is when someone is so distracted by the world around them that they're forever drawn towards new ideas, people and stimuli.

You likely know these people. Maybe you're even one of them. Entrepreneurs are especially prone to shiny-object syndrome. Psychology researcher Sabine Kastner discovered that the more stimuli the brain is exposed to, the harder time it has focusing on a single task, which makes us more impulsive. This is because when we are overwhelmed the limbic system in our brain drives us to do what feels right, not necessarily what is right. We are then compelled to embrace new ideas we haven't fully thought through.

Leaders who struggle with shiny-object syndrome cost their companies hundreds of thousands of dollars in time, resources and productivity. The truth is, most shiny ideas simply aren't worth pursuing. Fortunately, for sufferers of shiny-object syndrome, there are ways to cope:

- **Schedule New-Idea Time-** If you are regularly tempted by new ideas, set aside a block of time every week to address them all at once. This way, the heat of the moment will have cooled and you can objectively evaluate all new ideas during one dedicated session.
- **Enlist a Dream Killer-** If you are a dreamer, you need a dream killer- someone who is honestly skeptical, refreshingly direct, and very good at finding the potential downfalls of a new idea. Having a dream killer present during new idea time can be extremely effective for those

constantly chasing shiny objects- poking holes, asking hard questions and looking for weaknesses.

- **Strengthen Your Focus-** Avoiding shiny-object syndrome starts with having a predictable work environment and schedule. The more decisions we make throughout the day the less will power we have. This is known as "ego-depletion" and is why we're more likely to act impulsively. An easy way to lessen ego-depletion is to make your work environment as stable and predictable as possible. The fewer decisions you have to make, the more effective they will be.

New ideas can create sparks in a growing business, but too many can start a fire. Make sure your ideas provide strength, not destruction. All that glitters is not gold.

By C. Winfield

## DITCH DIET SODA

**Along with an inflated waistline, diet soda drinkers are also more likely to experience...**

### EXTRA WEIGHT GAIN

Sucralose, a popular sweetener used in diet

soda, was found to promote fat production and inflammation after being consumed *for less than two weeks.*

### SMALLER BRAIN VOLUME

Diet soda drinkers have a smaller hippocampus- the area in the brain that processes learning and memory- a study of 4,000 subjects found.

### HIGHER RISK OF STROKE AND DEMENTIA

The same study also found that people who drank at least one diet soft drink a day had three times the risk of experiencing strokes and dementia

## LIFE IN THE FAST LANE

### To fast...

Male subjects who worked out on an empty stomach had more energy and burned more fat- each related to a specific gene- than subjects who exercised on a full belly.

### ...Or not to fast?

When 100 obese subjects went on either a reduced- calorie diet(75% of their recommend calories each day) or an intermittent fast(25% of their calories on fast days, 125% on other days), the difference in weight loss wasn't significant (6% vs. 5.3%)

## PHYSICAL FITNESS CORE VALUES

We believe that, along with character development – moral and spiritual, one must be a Wise Steward when it comes to the body the Good Lord blessed us with. To that end, first and foremost, a person must discipline their mind before they are fully capable of disciplining their body. The following core values should be held sacred and practiced both on and off the fields of life. This philosophy transcends that of the “yard” or the “hood” and should be incorporated into every aspect of our lives- making us better individuals in everything that we do and encounter on a day to day basis, on or off the field, at work, at home, on vacation or just performing everyday tasks.

These Core Values do not replace the PEP Driving Values; Rather, they exist and are practiced in tandem, being lived out always. They are only for the strong of heart.

- **STRENGTH: Mind and body. One cannot be strong if the other is weak.**
- **DETERMINATION: Never give up and never quit. This applies in every aspect of our lives**
- **DISCIPLINE: Doing the things we know we need to do even when we don't feel like it. Again , this applies to all aspects of our lives and is honed through our training, lifestyle and eating habits**
- **LOYALTY: To self and others. Servant-leader Mentality. This means sacrificing for others and doing everything we can to improve our lives.**
- **INTEGRITY: We are honest in all dealings— in action, words and deeds.**
- **ACCOUNTABILITY: Live in an appropriate and acceptable manner, according to your value system. Accept responsibility for all actions, good and bad. Never complain and never explain.**

# BITCOIN—A PRIMER

We have all heard about **Bitcoin**, the *crypto-currency* and payment system. \$1000! \$5000! \$15,000! We'll all get rich!! NOT. Its worth about \$8000 now, down from \$19,000 a few weeks ago. Remember, bitcoins have no inherent value- there is truly nothing backing them. Here is some history and facts about bitcoin:

Bitcoin was introduced October 31, 2008 by an unidentified programmer, or group of programmers, under the name of Satoshi Nakamoto. There have been various claims and speculation concerning the identity of Nakamoto, none of which are confirmed. Bitcoin is obviously very risky as Bitcoin users are not protected by refund rights or chargebacks. Bitcoin has also attracted the attention of various forms of law enforcement due to it being used by criminals whose primary focus has been on darknet markets and theft, even though officials in countries such as the United States have recognized that Bitcoin can provide legitimate financial services. As far as digital currency (*cryptocurrency*) Bitcoin is the largest of its kind in terms of total market value (see below for table of cryptocurrencies).

Here is where it begins to get complicated; the system is *peer-to-peer* and transactions take place between users directly, without an intermediary. These transactions are verified by network nodes and recorded in a public distributed ledger called the *blockchain*, which uses bitcoin as its unit of account.

Here's how it works: Imagine a high school auditorium with every chair filled by an ac-

countant with a ledger book. On the stage, another accountant announces "Dilly Bob Nunchuck has just paid Jenna Johansen \$350". Simultaneously everyone in the room records the transaction. In digital form, worldwide, on the internet, this is the blockchain. Approximately six (6) times per hour, a new group of accepted transactions, a block, is created and added to the blockchain, published to all the nodes. Whereas a conventional ledger records the transactions of actual bills or promissory notes that exist apart from it, the blockchain is the only place that bitcoins can be said to exist. The U.S. Treasury categorizes Bitcoin as a decentralized virtual currency because the system works without a central repository or a single administrator.

Bitcoins are created as a reward in which users offer their computing power to verify and record bitcoin transactions into the blockchain. This activity is known as *mining* and successful miners are rewarded with transaction fees and newly created bitcoins. Bitcoins can also be exchanged for other currencies, products, and services. When sending bitcoins, users can potentially expedite the confirmation of transactions by paying optional transaction fees to the miners. Before you get all excited, mining operations are generally giant "server farms" set up in places like China and Iceland where electricity is cheap. It takes in excess of 200 **quintillion** (that's a billion trillion!) attempted transaction "nonce tries" before a single block can be created. The average time is 10 minutes between block creations. You aint gonna do

this on your iPad!

The unit of account of the Bitcoin system is the bitcoin. With the skyrocketing value of individual bitcoins, small alternative units have come into use: millibitcoin (.001, or one thousandth), microbitcoin (.000001 or one millionth) and a *satoshi*-.00000001 or one hundred millionth of a bitcoin.

A *wallet* stores the information necessary to transact bitcoins. While wallets are often described as places to hold or store bitcoins, bitcoins are inseparable from the blockchain transaction ledger.. A better way to describe a wallet is something that "stores the digital credentials for your bitcoin holdings" and allows you to access (and spend) them.

Bitcoins can be sold both on-and offline. Participants in online exchanges offer bitcoin buy and sell bids. Using an online exchange offers some risk.. Offline, bitcoins may be purchased directly from an individual or a bitcoin ATM. Bitcoin machines are not traditional ATMs- Bitcoin kiosks are connected to the internet allowing the insertion of cash in exchange for bitcoins.

Bitcoins values are extremely volatile- just watch the news. At some point cryptocurrencies will achieve full legitimacy and probably become the defacto way currencies are transacted. For now, though, "**Caveat Emptor**"- **Buyer Beware!**

By James Laster & Chris Winfield Sources: Various

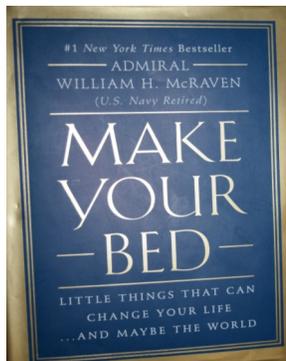
## CRYPTOCURRENCIES

Release	Status	Currency	Symbol	Founder	Hash algorithm	Timestamping (POS, POW, or other)	Notes
2014	Active	Factom	FCT	Paul Snow		Proof-of-existence Proof-of-process Proof-of-audit	System for securing millions of realtime records in the blockchain with a single hash.
2016	Active	Zcash	ZEC	Zooko Wilcox	Equihash	POW	The first open, permissionless financial system employing zero-knowledge security.
2014	Active	Auroracoin	AUR	Baldur Odinson (pseudonym) <sup>[2]</sup>	Script	POW	Created as an alternative to fiat currency in Iceland.
2009	Active	Bitcoin	BTC, <sup>[3][4]</sup> XBT	Satoshi Nakamoto <sup>[5]</sup>	SHA-256d <sup>[6][7]</sup>	POW <sup>[7][8]</sup>	The first decentralized ledger currency. Cryptocurrencies which most famous, popular, notable and highest market capitalization. Bitcoin may sometimes refer to entire cryptocurrencies system.
2014	Active	BlackCoin	BC, BLK	Rat4 (pseudonym)	Script	POS	Secures its network through a process called minting.
2014	Active	Burstcoin	BURST	Burstcoin Community	SHA-256d	Proof of Capacity	First Proof of Capacity coin, First Smart Contract, First Atomic Cross Chain Transfer.
2014	Inactive	Coinye	KOI, COYE		Script	POW	Used American hip hop artist Kanye West as its mascot, abandoned after trademark lawsuit.
2014 <sup>[9]</sup>	Active	Dash	DASH	Evan Duffield & Kyle Hagan <sup>[10]</sup>	X11	POW & POS <sup>[11]</sup>	Adds privacy to transactions through a decentralized coin-mixing system called Darksend.
2013	Active	Dogecoin	DOGE, XDG	Jackson Palmer & Billy Markus <sup>[12]</sup>	Script <sup>[13]</sup>	POW	Based on an internet meme.
2014	Active	DigitalNote	XDN	XDN-dev team, dNote <sup>[14]</sup>	CryptoNight <sup>[15]</sup>	POW	A private cryptocurrency with an instant untraceable crypto messages and first blockchain banking implementation, use CryptoNote protocol.
2015	Active	Ethereum	ETH	Vitalik Buterin <sup>[16]</sup>	Dagger Hashimoto <sup>[17]</sup>	POW	Supports Turing-complete smart contracts.
2014	Active	Gulden <sup>[18]</sup>	NLG	Rijk Plasman <sup>[19][20][21]</sup>	Script	POW	Previously named GULDENCOIN; in 2015 the name changed to GULDEN.
2013 <sup>[22][23]</sup>	Active	Gridcoin	GRC	Rob Halford <sup>[24]</sup>	Script	Decentralized POS	The first cryptocurrency linked to citizen science through the Berkeley Open Infrastructure for Network Computing <sup>[25][26]</sup>
2011	Active	Litecoin	LTC	Charles Lee	Script	POW	The first cryptocurrency to use Script as a hashing algorithm.
2013	Active	Omni	MSC	J. R. Willett <sup>[27]</sup>	SHA-256d <sup>[28]</sup>	N/A	Omni is both digital currency and communications protocol built on top of the existing bitcoin block chain.
2014	Active	MazaCoin	MZC	BTC Oyate Initiative	SHA-256d	POW	The underlying software is derived from that of another cryptocurrency, ZetaCoin.
2014	Active	Monero	XMR	Monero Core Team <sup>[29]</sup>	CryptoNight <sup>[15]</sup>	POW	Privacy-centric coin using the CryptoNote protocol, and focused on the use on the Darknet Market.
2011	Active	Namecoin	NMC	Vincent Durham <sup>[30][31]</sup>	SHA-256d	POW	Also acts as an alternative, decentralized DNS.
2014	Active	Nxt	NXT	BCNext (pseudonym)	SHA-256d <sup>[32]</sup>	POS	Specifically designed as a flexible platform to build applications and financial services around its protocol.
2012 <sup>[7]</sup>	Active	Peercoin	PPC	Sunny King (pseudonym) <sup>[33]</sup>	SHA-256d <sup>[34]</sup>	POW & POS	The first cryptocurrency to use POW and POS functions.
2013 <sup>[35]</sup>	Active	Emercoin	EMC	EvgenijM86 & Yitshak Dorfman	SHA-256	POW & POS	Trusted storage for any small data: acts as an alternative, decentralized DNS, PKI store, SSL infrastructure and other.

## Book Review

# Make Your Bed

William H. McRaven  
Admiral, USN, Retired  
Available in the PEP library



The subtitle of this book is “Little Things That Can Change Your Life...And Maybe The World.”

Admiral McRaven's book is indeed a 'little' book, in the number of pages and the time it will take to read. Yet as it's said, (to paraphrase) 'sometimes the biggest gifts come in the smallest packages.' The book could be read cover-to-cover in a couple hours but the sound and wise advice it dispenses will stay with you for a very long time.

The book was written in response to the commencement address Admiral McRaven gave to

the 2014 graduating class at the University of Texas at Austin. Shortly after McRaven addressed the Longhorns graduating class the video went viral. In response, Admiral McRaven expanded on his address to the students and wrote the book.

The book follows the ten principles, fundamentals or tenets (in PEP we would say his driving values) Mr. McRaven learned to guide his life as a career Navy/military man. He was a Navy Seal for 37 years and worked his way up to a Four-Star Admiral before retiring. He is now the Chancellor of the University of Texas System.

Each chapter is named after one of the ten lessons he learned in the Navy with stories and examples to demonstrate the power of each, if followed. The first chapter is 'Start Your Day with a Task Completed', or, Make Your Bed. It expounds on how doing something as simply making your bed first thing sets the way for the rest of your day. We all need structure in our life's and starting the day by completing a simple task gives one a little self-pride and is a reminder that you that your day will include work to be done, decisions to be made and tasks that need completing. Making your bed will remind you of that.

Another chapter is called 'You Must Dare Greatly.' This chapter is a reminder of what we in PEP will face when we are released. Many obstacles will be placed before us due to our record. Roadblocks, barriers and just the word 'NO' will be daily encounters. How will you detour around these? What are you going to do to get the job, get the opportunity and get what

you want in this life? Will you live in fear, be scared or embarrassed by your past and let life push you around? How will you 'Dare Greatly' to stand out, in a good and positive way, to accomplish what is in your heart?

Other chapters sound like they came right out of the PEP playbook. Chapter titles like 'Failure Can Make You Stronger', 'Stand Up to the Bullies', 'Give People Hope' and 'Never, Ever Quit!' sound like many of the things we see, hear and talk about in PEP.

Admiral McRaven learned many lessons in his long and ongoing distinguished career. He took the lessons learned and turned them into his own driving values which he now shares through his book. What driving values will you develop to guide you in your life?

“Life is full of difficult times,” the Admiral says. “But someone out there always has it worse than you do. If you fill your days with pity, sorrow for the way you have been treated, bemoaning your lot in life, blaming your circumstances on someone or something else, then life will be long and hard. If, on the other hand, you refuse to give up on your dreams, stand tall and strong against the odds-then life will be what you make of it-and you can make it great.”

Dare Greatly gentlemen.

\*\*The video of Admiral McRaven's commencement address to the UT graduates is downloaded on our computers in the computer room.

By: Mark Gregulak

## SHOUT OUT TO THE EVENT COORDINATION TEAM! EXCELLENCE AND EXECUTION PERSONIFIED!



REUBEN VASQUEZ, BRIAN TROMBLY, VINCE HERRERA AND ANDREW RAMOS

# SOAPBOX

Have something to share? Wisdom to impart? A belief you wish to convey?  
Is it sticking in your craw? Get it off your chest!

**HOW ABOUT ACTUALLY THINKING FOR YOURSELF? HOW ABOUT NOT PARROTING THE LAST THING YOU HEARD ON THE RADIO? HOW ABOUT GETTING OUT OF THE ECHO CHAMBER THAT PROVIDES YOU A METAPHORICAL PINK PRINCESS POP-UP TENT TO CRAWL INTO, TAKING YOU BACK TO THE TIME WHEN MOMMA BRAIDED YOUR HAIR AND PROTECTED YOU FROM ALL THOSE MEANIES? HOW ABOUT DECIDING FOR YOURSELF WHAT TO OFFENDED BY, NOT BUYING INTO THE LATEST CAUSE PROVIDED BY THE PROFESSIONAL OUTRAGE INDUSTRY? THIS GIFT THE GOOD LORD GAVE US CALLED THE HUMAN BRAIN IS A PRETTY AMAZING THING—USE IT.**

C. Winfield Editor

## Critical Thinking

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

### 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..

## TRUTHINESS

**Truthiness: a quality characterizing a “truth” that a person making an argument or assertion claims to know intuitively “from the gut” or because it “feels right” without regard to evidence, logic, intellectual examination or facts. Named the 2005 Word of the Year by the American Dialect Society and for 2006 by Merriam-Webster.**

### The Woozle Effect

The **Woozle Effect**, also known as *evidence by citation*, or a **woozle**, occurs when frequent citation (reference) of previous publications that lack evidence misleads individuals, groups and the public into thinking or believing there is evidence, and nonfacts become urban myths, fake news and factoids.

A woozle is an imaginary character in the book *Winnie-the-Pooh*. In chapter three, “in which Pooh and Piglet Go Hunting and Nearly Catch a Woozle”, Winnie-the-Pooh and Piglet start following tracks left in the snow that they believe belong to a woozle. The tracks keep multiplying until Christopher Robin explains to them that they have been following their own tracks in a circle around a tree.

The creation of woozles is often linked to the changing of language from qualified –“it might”, “it may”, “it could”, to the absolute “**IT IS**”.

“Everyone knows...”, “It is clear that...”, “It is obvious that..”, “It is generally agreed...” are terms that should set off alarm bells that **there might be a Woozle in the house!**