

PRISON ENTREPRENEURSHIP PROGRAM
SANDERS ESTES UNIT VENUS, TEXAS

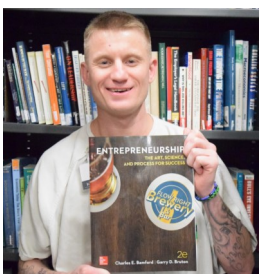


LEGACY '18 EXCELLENCE IN ETIQUETTE

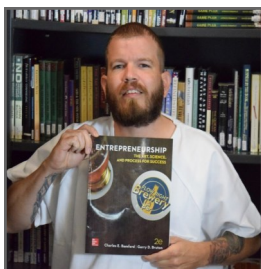
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ENTREPRENEURS



Teddy Maddux



Brian Trombly



George Shipman

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Chris Winfield -
Editor in Chief

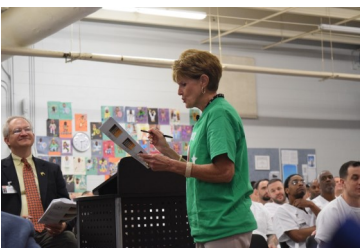
Matthew Zaner
Kevin Brewer
Contributors

This year's etiquette event stood in a lane of its own. Big shout out to Legacy '18 for the outstanding job all of you did during this event. First and foremost on behalf of Legacy and also all of PEP we want to give a special thank you to Mrs. Colleen Rickenbacker for the wonderful job she did concerning Legacy's etiquette event. She is truly our Queen of Etiquette and each and every one of us knows if we fail to use proper etiquette with a poof she will appear to set us straight.

The event began in the PEP room with our traditional tunnel of love as Legacy welcomed the executives with big smiles and high fives as they danced their way in. At that time the men had a little meet and greet time with the first attenders



and the repeat attenders. Afterwards our attention was focused on a short film of Miss Colleen doing what she



does best as she taught two different groups proper etiquette. Once the film was done it was time to put everything Legacy had learned to the test as the men and executives filed out to the gym where the set up crew led by Ruben Vasquez along with his two assistants Brian Trombly and Jacob Rosa had everything in place.

The men of Legacy started off showing proper etiquette immediately by being sure to pull out the chairs for the women executives and also by not taking their seats until the hostess seated at the head of the table had taken her seat first. Now it was time for the waiters who are graduates to show they hadn't forgot proper etiquette themselves as they began to serve remembering to do

WINTER '19 KICKOFF

What do you get when you take 153 men who want to better themselves and combine them with 23 executives who are willing to do whatever it takes to get them to that point? You get Legacy, the Winter '19 class Leadership Academy kick-off. The kick-off is the first event for the Winter '19 class. Its purpose is to give the men an idea of what is ahead of them on their journey to become better men, fathers, sons, and citizens in a society where nothing is given and everything is earned.

We started the day with all the men in the PEP room, conversing amongst themselves. The event took place in the gym; once the gym was set up and the executives arrived, the graduates and executives formed our traditional circle the graduate servant-leaders introducing themselves to the executives. The graduates gave their sweet name, job position,



and duties of that position. Brian



Troy then led all of us in prayer as we asked God to give us the right words to encourage and motivate these men.

The time had come for the graduates and executives to show the class of Winter '19 exactly what a tunnel of love is as they came into the gym. The men came thru slapping high fives to the DJ's choice song. The look on their face was priceless and you could already feel the love in the air.

Once the men found their seats Arturo Santana, a graduate of Extreme 17, prayed everyone in. The executives were called to the back of the room where they danced up front - some to a tune all their own! The first to introduce himself to the men was our very own in prison manager Gami Jasso, followed by Brian Troy who is the north regional coordinator, and last but not least the CEO Bryan Kelley. Brian then asked all the Executive Volunteers to introduce themselves- what they do, and who they credit their success to.

LEGACY '18 EXCELLENCE IN ETIQUETTE cont.

so only on the left side. Once every one was served and grace was said conversation began as proper etiquette was displayed. The men did good being sure to use the proper eating utensils along with correct table manners. After the main course and desert was served everyone went back to the PEP room where the event continued.

Once we were all back in the PEP room it was PEP's CEO Brian Kelly that was called to the back of the room - but not alone - he brought a very special lady with him - his mother! Bryan gave us all a brief story of his life in prison and let us all know that the entire time of his incarceration it was his mother who was his biggest support. He then gave his mother, also known as "Momma K", the mic and she revealed how important it was for her to be there for her son in his time of need. She closed by saying how much she loved the men of PEP, how proud she is for all of us and she also expressed her appreciation to the executives for all their support.

Now it was time to have some fun. The men teamed up with the executives and went head to head in Etiquette Trivia using the World Cup soccer theme. This consisted of eight teams of four people on each team - two executives and two PEP brothers. Each team represented a

country - France, England, Spain, Argentina, Brazil, Mexico, Denmark, and Colombia. The competition was very intense as each team displayed their knowledge in etiquette. In the end it came down to team France and team England. England with executives Jimmy W. and Jon G. along with participants Michael Boyd and Henry Martinez and team France with executives Chantel and Mason along with



participants Enrique Charles and Mitchell Edwards. Team France brought home the trophy with the competition coming down to a tie breaker with executive Mason quick with the bell as Mitchell Edwards delivered the correct winning answer. After it was all said and done both the executives and Legacy had enjoyed the fun.

Wrapping things up, Miss Colleen took the

opportunity to go over other forms of proper etiquette, letting all of us know how important it is to take a mentor with us when we travel to other countries as it is very easy to be perceived as rude or disrespectful. She let us know in certain places you dress a certain way and in other places women weren't able to speak until spoken to. She had Q and A and the men had great questions. Dejuan Wade asked for the proper way to eat spaghetti, James Mann wanted to know was it proper to keep pace with those your dining with, and Ivan Martinez found out that you should at least speak ten words of that countries language when visiting there.

The day had come to an end but not before acknowledging the executives who were first attenders as they found themselves at the back of the room. Up front they introduced themselves let us know what they do for a living, who brought them and why they came. All were brought by a repeat attender and for the most part they had heard about the PEP program and how good it is; they wanted to come see for themselves. To all the executives and servant leaders thank you for all your help and to Legacy congratulations to for another wonderful event.

By Kevin Brewer

WINTER '19 KICKOFF cont.

The men seemed amazed to find out that their very own In- Prison Manager, Regional Coordinator, and CEO were all PEP graduates and at some point in time had been right where each one of them where now. They were eager to meet with the executives and learn more of their success.

Phase one of the PEP program is centered around Robert Lewis' Quest for Authentic Manhood. This part of the program allows the men to focus completely on themselves and it assists them in identifying what it is they need to do to correct their behavior, their value system and overall character. The graduates and executives used the same method as Robert Lewis, setting the gym up in discussion groups of fourteen men, one graduate and executive. The men where then asked to give their thought on two of PEP's Ten Driving Values -

Accountability and Integrity. This method is most effective because it allows the men to not only learn about one another but also to learn



from one another. After ten minutes on each topic the graduate and executive gave the men their perspectives. The graduate perspective came from having already graduated and just

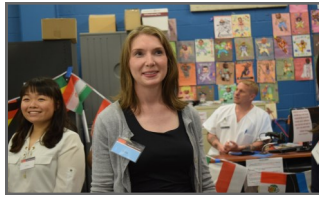
being able to reflect back to when they were exactly where these men are now. The executives' perspective coming from being successful entrepreneurs; both perspectives shinning a light on the path these men have all chosen to go down. At this point the day had come to an end. Careno Wilson, a graduate of Sovereign Kings 18, prayed us all out.

To the men of the Winter '19 class this Kick-Off event is a milestone left behind, enabling you to look back at later and see how far you've come. For some of you being an entrepreneur was just a dream you had. It is up to you how far you are willing to go to turn your dreams into reality.

By Kevin Brewer



LEGACY '18 EXCELLENCE IN ETIQUETTE cont.



WINTER '19 KICKOFF cont.



FAITH AND REASON

Let's talk about a philosophical subject or two for a moment. The basis for this discussion has to do with something we do on a daily basis - **Decision making**. Where do our decisions come from and how do we know that they are correct or not?

We're going to combine two ideologies that exist in varying degrees of conflict or compatibility - **Faith** and **Rationality**. Rationality is based on reason or facts. Faith is belief in inspiration, revelation, or authority.

The word *faith* sometimes refers to a belief that is held with lack of reason or evidence, a belief that is held in spite of or against reason or evidence, or it can refer to belief based upon a degree of evidential warrant.

Broadly speaking, there are two categories of views regarding the relationship between faith and rationality:

- Rationalism holds that truth should be determined by reason and factual analysis, rather than faith, dogma, tradition or religious teaching.
- Fideism holds that faith is necessary, and that beliefs may be held without any evidence or reason and even in conflict with evidence and reason.

Christianity, in one form, taught that true faith and correct reason can and must work together, and,

viewed properly, can never be in conflict with one another, as both have their origin in God.

Rationalists point out that many people hold irrational beliefs-irrational beliefs may increase our ability to survive and reproduce. Or, according to *Pascal's wager*, it may be to our advantage to have faith, because faith may promise infinite rewards, while the rewards of reason are seen by many as finite.

It is a commonly held belief that faith without reason leads to superstition, while reason without faith leads to nihilism and relativism. Nihilism, in its most common form, argues that life is without objective meaning, purpose, or intrinsic meaning. Relativism is the idea that views are relative to differences in perception and consideration, there is no universal, objective truth according to relativism; rather each point of view has its own truth. Here is where it gets sticky. True relativism teaches that there are NO absolute truths. Oh, really? Is God absolute truth? Or, is God not perfect and is only up for interpretation? This brings up a whole universe of quagmires that are rooted in our finite minds that are only capable of, at least individually, interpreting the truth of things. This brings to minds the legal system. We have a supreme court to interpret the truth of things pertaining to law and that law is structured within the matrix of a rationality that comes from, guess what? Morality. Where do we get morality but from God? Is it

rational to think otherwise?

How does all of this fit in to our decision making processes? I'll venture to say that we do one thing every day when we do not know what to do when we are confronted with a problem: We ask an authority on whatever subject is creating the problem, especially if it is a question of morality. So let's ask ourselves who is our authority? Who do we go to when we need guidance? Don't we want to be wise in our decision making processes so that we can lead substantially productive and worthy lives for ourselves and for others? If we need a guide on what can happen when we, as humans, make decisions on purely human emotions without rationalizing through the situation we need only look at Adam and Eve. Look where that got us! On only needs to look around and think reasonably to see that *something* has gone wrong along the way.

Whatever guidance one looks to get their basis for their decision making it is all relative to some perceived truth that resides within the individual and is relevant. It's a struggle at times, but we do all know one thing we all want to do and that is to change things about us that caused us to make mistakes so we can move on to be better for those we love and cherish the most. That's *reasonable*, isn't it???

By Mathew Zaner

THE POWER OF LOVE

I raise a question can love conquer all? We all know Jesus is love and even in medieval times love had its own Greek God. The truth is love is powerful and maybe it is more powerful than some of us tend to recognize. Lets think about this people have claimed to have fallen in love at first sight. Is love really that powerful that someone can fall into it without having no self-control over their own feelings or emotions and if it is then how can we use love to not only better ourselves but to better this world.

Webster's dictionary describes love in many ways such as strong affection, warm attachment, attraction based on sexual desire, a beloved person, and also an unselfish loyal and benevolent concern for others. What our dictionary can't explain is why or how love can either have you feeling like the most important person on earth or the exact opposite. The mystery of love is that it has no explanation it doesn't explain how it comes and goes or when it shows up or leaves or how it makes you feel when you have it or when you don't. Love has the ability to control our lives in the most influential way and sometimes that love is used in the wrong way. What I'm saying is because of loves infinite power one can be in the most unfit relationships without any control because their caught by love. So how do we not only recognize true love but how do we discern the difference between healthy love and un-healthy love. Further more how do we categorize the different aspects love has and use them to our own benefits.

Let's be honest unless your speaking of a father son kind of love very seldom do you hear of brotherly love or the love one might have for a true friend. Truth is in today's society it's not normal for a man to tell another man he loves him instead as men we express our love for one another threw some sort of masculine gesture or just by recognizing you as one of the homeboys. It's a little different with the ladies they have absolutely no shame in expressing their love for one another and having a shoulder to cry on is an under- statement to how far they'll go to show their love for one another. Our children have to learn how to love just as they have to learn to add and subtract and whether we realize it or not the kind of love we display to one another in front of them is the same kind of love there going to not only relate to but express to others.

The lack of love in our world today is the exact cause to so many evil deeds and crimes that take place. It is the lack of love that segregates the exact people that God all made equal. It's the reason that racism exist and why people are prejudice against one another. It's time we take hate and replace it with love it's time we take separation and replace it with love it's time we realize that true love conquers all and if we learn how to share it freely together we can mend a broken and bitter society we live in.

When I first got into P.E.P I couldn't come to the understanding that my P.E.P brother could have love for me and because of my confidence now I'll

even go further to say that my P.E.P brother could love me. Even though at the time I was simply blind to the fact that we had more in common with one another than I could've ever imagined and that even the things that were so different about us would bring us so close together. As the classes passed by and the months rolled on I was made a believer and a class of complete strangers not only became my friends they became my family. You see once again love has no explanation so especially to the new phase 1 guys expect the unexpected and be receptive to a kind of love that you have never experienced the kind of love that turns complete strangers to not just friends but family. The kind of love that opens your mind as well as your heart to live life the way you always should have free of judgment, prejudice, and for some of us even hate.

I want you to think long and hard on this simple truth if everyone loved there neighbor not even for who they are because some people honestly need help but enough to make it a point to help one another how much different would this world be. Some say it's the lack of leadership that has our society where it is today but the truth is it's the lack of love, care, and concern we have for one another. I encourage you to get out of the ordinary learn more about the people around you communicate with people you normally would never talk to and open your heart to something or even someone new open your heart to "The Power Of Love".

By Kevin Brewer

PROFESSIONAL DEVELOPMENT

BEGIN YOUR SPEECH

The PEP curriculum culminates in the Business Plan Competition. You will repeatedly be called upon to speak publically. Giving some thought to your performance will pay dividends- The least of which will be the avoidance of public humiliation. Here are some tips for your speech's opening:

INTRODUCTION

The first moments of a speech are critical to its success. With dull, lifeless, or unimaginative openings the audience can lose interest in the rest of the speech. However, an exciting, creative beginning will help grab and keep the listeners' attention.

THE CRITERIA FOR A SUCCESSFUL OPENING

Successful speech openings meet four criteria:

- **Get the attention of the audience.** A listeners' attention needs to be refocused away from any distractions and toward the speaker. A good beginning draws the audiences' attention to the speaker and the presentation.
- **Introduce the topic.** The beginning of the speech should indicate what the speaker will be talking about and why the audience should be interested in it. When listeners understand the topic and how they will benefit from listening to the speech, they will immediately begin paying close attention.
- **Establish rapport.** The audience will be more receptive to the speaker and the message if the speaker appears friendly and interested in them, showing personal interest in the subject. Effective ways to establish rapport with the audience:
 - ◇ Smile.
 - ◇ Show enthusiasm.
 - ◇ Make eye contact.
- **Take less than 5-10 % of the entire speech time.** The majority of the time should be spent focused on the body of the speech.

OPENING TECHNIQUES

Techniques for opening a speech can help calm the speakers' nerves and give clarity of mind. Techniques can also generate new ideas over time. The following seven techniques will help a speaker create good speech openings

- **State the importance of your topic.** Tell your listeners why the topic is important to them
- **Make a starting statement.** Startle your listeners with an intriguing statement that will compel them to listen further.
- **Arouse suspense or curiosity.** Use a series of statements related to the topic that will pique your listeners' interest.
- **Tell a story or anecdote.** Telling an amusing tale, dramatic story or anecdote arouses interest and gets the audience involved.. Keep it relevant to the main point of the speech.
- **Ask a rhetorical question.** Ask a question or a series of questions that relate to your speech topic. The audience will think about an answer, and thus your topic.
- **Begin with a quotation.** Using a quotation is an easy and effective way to attract attention. Keep quotes short and directly related to the speech topic.
- **Reference the occasion.** Begin the speech by acknowledging the occasion.

OTHER TECHNIQUES

The above techniques are among the most frequently used approaches, but they are not the only techniques a speaker can use for effective speech openings:

- Humor
- Audience participation.
- A demonstration
- A reference to historical events.

Whatever techniques you choose, ensure it is relevant to the topic, to the audience, and to the occasion.

OPENINGS TO AVOID

Just as there are positive techniques to practice and keep in mind, it is also important to avoid techniques that will distract the audience:

- **Avoid acknowledging the amount of preparation.** The audience does not need to know how much a speaker has prepared for the speech he or she is giving.
- **Avoid being dull and boring.** Stay away from a bland beginning
- **Avoid delaying mention of the topic.** If the audience does not learn the subject matter and purpose of the speakers' message, they will lose focus.

CLOSING

A dynamic beginning is essential for a successful speech. Take the extra time to create an exciting, imaginative beginning that will grab your listeners' attention and keep it focused on you. First impressions are lasting impressions. Ensure that the first impression is positive by using some of the techniques discussed today.

DROP-DOWN PROCESS IN DIRECT SALES

When dealing with the actual presentation portion of an in-home sales demonstration (demo), there will be different parts of the demo that you need to make sure you cover. The demo is broken down as follows; Your primary introduction to the prospective customer, which is usually a phone call, the rapport building portion of the presentation, product introduction and presentation, negotiation, closing and requesting referrals.

Every single part of this presentation is important for its own reasons, and has certain elements of it, but today I will focus on what most people want to know, "How do I close?" but more specifically, what do you say after the customer has said no for their first time. This is referred to as handling the objection cycle, followed by the drop-down process of negotiation.

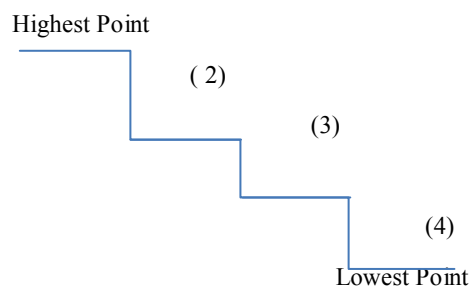
We'll be discussing this topic with a few assumptions already in place; that you already have covered the rest of the presentation to the best of your abilities, that you have built sufficient value in whatever product you're selling and that the customer likes you.

Dealing with rejection: It's a matter of how you frame it. People are trained to say no before they say yes. It's engrained in our psyche. Think about a baby. What is their favorite word to say and why? Babies start saying no at an early age because that's all they hear at the beginning, "No don't touch that, it's hot! No don't run with scissors! No don't put that in your mouth! No, no, no, no, no!"

They begin to repeat all of the things that they hear, and so it becomes funny, when you ask them questions, they say with their cute childish voice, "No." So what does that mean in sales? It means that we as people are trained to say no before we say yes. It's a comfort thing, it's a defensive mechanism, and it is often relayed as a smokescreen objection. We tell people different reasons than we actually believe ourselves, and it's almost an instantaneous reaction. So in

sales, you become trained to deal with these "smokescreen objections." It's important to note that there's a big difference between a "no, I don't want this because..." And your prospective customer telling you a plain Jane big fat "No."

The moment they give you a reason why they don't want to buy your product, you listen to what they tell you. The only legitimate reasons why people won't buy your product are, they can't afford it, or they wouldn't use it. For now, I'm only going to elaborate on the drop down process, to help with the "can't afford it" rejection. A later article can be devoted to the former portion of the process.



On average, it takes five no's to get to a yes. The higher you start your negotiation off at, the higher you end your deal. Most people will take a straight drop from the point labeled "Highest Point" to the point labeled (2). That is potentially a big mistake. Let me give you the example we had, and you can relate it to any product you use. We sold a product called Cutco, and the highest point we were initially taught to sell at was our homemaker set, it was approximately \$1,000.

Point (2) averaged about \$750, point (3) averaged about \$500, point (4) averaged about \$250, and our lowest ending point averaged around \$50-\$100. All too often, the newer rep-

resentatives ended up doing those immediate drops from highest to point (2). The problem with this is that they ended up with only selling a couple of pieces on this type of sale. When you do such a dramatic drop in pricing, the customer expects another dramatic drop followed by another, it's a psychological effect. This also defeats any value that you had already built in the product.

Remember how I said it takes on average five no's to get to a yes? Well the key to ending higher is slowing down this drop down process. Add some more steps to the sale. We were taught to do this by switching out the offerings in the set and customizing the set to the customer. In order to do this, you need to understand their real needs, and get them to verbalize their own needs as well. We would use a line to the effect of, "Ms. Jones, I realize the previous set was not the best option for you, since you said you wouldn't use pieces X1 and X2. I also realize that you would use piece Y1 more often. How about we better customize this set for you by swapping the pieces out and knocking off x dollars per month, does that work better for you?"

Although there was still a drop down in price, it would have been a slower drop down, making a new level, (I'll call it 1.5). This new level would instead be around \$875-\$950. By adding in an extra step to each drop down, you end up closing on average at Step (3) (\$500) more frequently. This is not an absolute, because sometimes it takes 8 no's to get a yes, and there's other times that your customer automatically gives you a yes and leaves you thinking that you should've started higher. This is just another tool to add to your belt, utilize it if you desire.

By Rafael Chavez

THOUGHTS ON DELEGATION

Delegation is not a binary thing. There are shades of gray between dictatorship and anarchy.

Jurgen Appelo

Don't tell people how to do things. Tell them what to do and let them surprise you with their results.

Gen George S. Patton

The expert horse rider lets the horse immediately who is in control but then guides the horse with loose reins and seldom uses the spurs.

Sandra Day O'Connor

The smartest bosses pick execs who are smarter.

Malcom Forbes

PROFESSIONAL DEVELOPMENT

THE LEADER AS COACH

INTRODUCTION

The world needs strong competent leaders more than ever before. Effective leaders are needed not only in government and industry, but in our communities and civic organizations as well. Leadership abilities are not inherited. Just like communication skills, leadership skills are learned and honed through experience by facing challenges and learning from failures and successes.

UNIVERSAL PRINCIPLES

As a leader, you are measured, recognized and rewarded not for what you do, but for the accomplishments and achievements of the people you lead. If you want to achieve your goals, you must do everything you can to help your team succeed. If you consider past and present great leaders, they are alike in three areas:

- They provide clear direction through their mission, vision, values, goals and plans.
- They foster collaboration through team building, delegation, coaching and a service leadership attitude.
- They motivate team members to achieve by providing feedback, support and recognition and by resolving conflict.

THE FUNDAMENTALS OF COACHING

Coaching is the process of guiding and encouraging team members to achieve superior performance results. You need to work with team members to help them improve. Your purpose as a coach is to ensure team members do what they are supposed to do, perform better, and reach their full potential.

To perform effectively, team members need to know what is expected of them. They need to know:

- What they are supposed to do
- Why they are supposed to do it
- How they are supposed to do it
- How well they are expected to do it
- How well they are doing it

A COACH'S RESPONSIBILITY

A coach's responsibility is to provide team members with the direction and feedback they need. Specifically, a coach:

- Sets high but achievable expectations
- Guides team members
- Offers support
- Gives advice
- Provides feedback
- Encourages team members

FIVE STEPS TO EFFECTIVE COACHING

Ideally your team will function effectively and make progress towards its goals, and team members will know what they are supposed to do and how to do it. In these situations you should praise and encourage your team members and help them perform even better. What do you do if one of your team members is not performing to your expectations? In these cases, your role as coach becomes even more important. Your responsibility is to help the member or members perform to your expectations. Coaching is important since it results in better performance. There are five steps to effective coaching:

1. Compare performance with expectations. Note where the team member is not meeting your standards, then try to determine the reason by asking:
 - Does the team member do what is expected?
 - Is the problem beyond his or her control?
2. Meet with the team member. If the problem is within the control of the team member, meet with them, explain the problem as you see it, and the effect it has on the team and its goals.
3. Ask for acknowledgment. For coaching to be successful, both parties must agree a problem exists. When a team member acknowledges a problem, determine why he or she is not performing to expectation. You may suspect the cause, but you could be wrong. Listen carefully to the team member's response.
4. Work toward a solution. Both you and the team member should work together on a solution. You could ask:
 - What actions can the team member take to resolve the problem?
 - What actions can you (the coach) take to resolve the problem?

5. Follow up. Monitor the team member's performance to ensure the problem is resolved.

TIPS FOR DISCUSSION

In your discussions with team members, show care and concern. You will be more effective and avoid making the team member defensive if you:

- Talk with them, not *down* to them.
- Admit when you have made a mistake.
- Keep it simple. Elaborate descriptions are not necessary.
- Listen. Do not interrupt.
- Keep it short and specific. Address the issue directly.
- Be sincere.
- Be timely. Do not wait weeks or months to address the problem.

BENEFITS OF COACHING

Again, coaching results in improved performance. There are other benefits, too:

- High morale. When everyone is working together and achieving goals, team members feel good about their work.
- Empowerment. People feel confident and willingly accept more responsibility.
- Development. Team members learn and improve. As they grow, they become more creative and are able to contribute even more.

As a leader, you benefit from coaching too. Team productivity increases, and the team completes tasks to your expectations. As their skills increase, you can delegate more so you have more time for other leadership responsibilities.

CONCLUSION

You have a duty as a leader to ensure you do everything possible to improve the performance of your team. Few things motivate people more than praise or help from a leader. As a coach, you can always show them how to help themselves, and how they can help their organization improve its overall performance.

By C Winfield Source ToastMasters Intl

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 wel-

come. 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.

LEGACY '18 ENTREPRENEURS

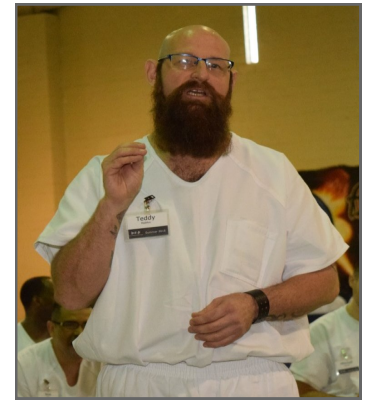
Who: **Teddy Maddux**

What: **Lonestar Honey Company**

Where: **Texas**

Why: **Fully 75% of the available bee colonies are tied up every year with the California almond crop. This leaves the bee pollinated crops in Texas drastically underserved. I plan to take full advantage of this.**

Industry: **Agriculture**



Who: **George Shipman**

What: **Digital Memories**

Where: **Texas**

Why: **To me, photography is a fun, fascinating process, and there will always be a need for talented, professional photographers. Digital Memories is a photography/videography firm focused on recording life's treasured moments. I am blessed to be part of this amazing opportunity and am grateful to PEP for providing it to me— I will make the most of it.**

Industry: **Photography**

Open : **2020**



GRADUATE SERVANT-LEADERS

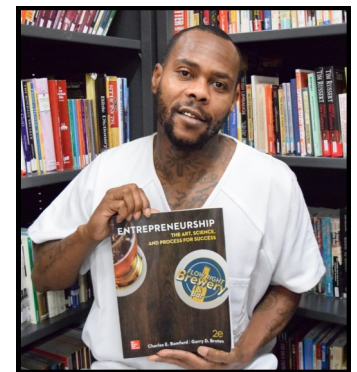
Who: Kevin Brewer, PEP Newsletter Journalist. Kevin will become Editor-in-Chief of the PEP Newsletter in July

Class: Sovereign Kings Winter '18

Business: Dreams To Reality Custom Frames and More

Where: Fort Worth, Texas

Why: Life is about making decisions and its up to you whether you make the right ones. I got involved with PEP to make myself a better man. This program has changed my thoughts, my actions and most of all my life.



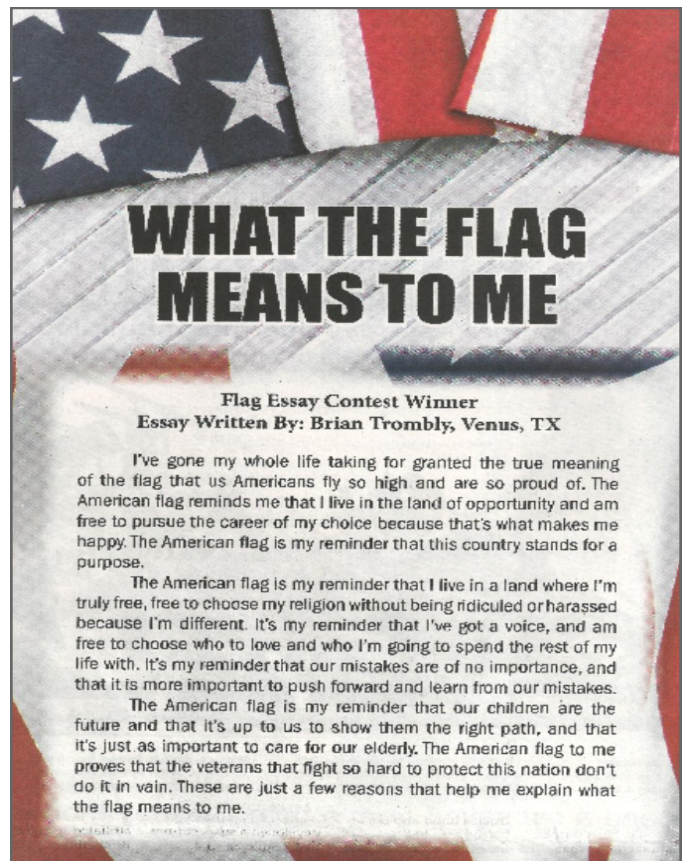
Who: Brian Trombly, PEP Event Coordinator

Class: Pristine Summer '17

Business: DSB Auto Sales & Service

Where: Mineral Wells, Texas

Brian recently won the "What The Flag Means To Me" essay contest in the Mineral Wells Index, his hometown newspaper (reprinted at right).



BOOK REVIEW

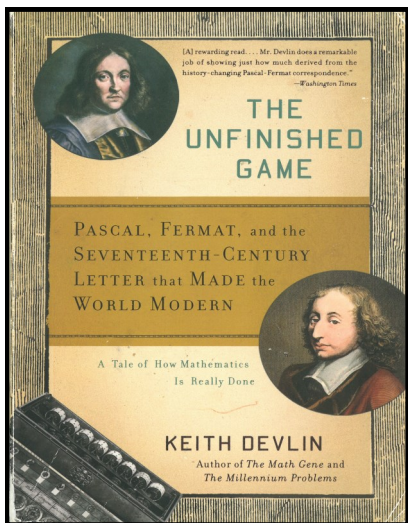
THE UNFINISHED GAME

PASCAL, FERMAT, AND THE 17TH CENTURY LETTER THAT MADE THE WORLD MODERN. A TALE OF HOW MATHEMATICS IS REALLY DONE.

KIETH DEVLIN

2008 Basic Books

Available in the PEP Library



allows us to think rationally about decisions and events.

Risk has always held a fascination, and games of chance are as old as civilization. Excavations from Egyptian pyramids have uncovered dice used by the pharaohs— some of these dice were loaded, showing that the desire to improve ones chances by cunning or subterfuge was there from the beginning. Before Pascal wrote his letter to Fermat, many learned people (including the leading mathematicians of the day) believed that predicting the likelihood of future events was simply not possible.

Without the ability to quantify risk, there would be no liquid capital markets, and global companies like Google, Boing, Microsoft or Facebook may never have come into being.

Within a hundred years of Pascal's letter, life expectancy tables formed the basis for the liability , health, life, home and auto insurance that make our modern society and economy work.

The list could go on. Managing risk is now fundamental to almost every aspect of our lives. Its part of the way we see life, and we take it for granted. When you read the letter from Pascal to Fermat and see the enormous difficulty these two brilliant mathematicians had in grasping the very idea of predicting the likelihood of future events, let alone how to do so, you realize what we nowadays take for granted was a huge advance in human thinking.

The origin of all this came from what was then known as “The Problem Of The Points”. Suppose two players place equal bets on who will win the best 3 of 5 coin tosses. They start the

game, but have to stop before either has won. How do they divide the pot? If only two tosses have taken place and the score is 1-1, then clearly the pot is split evenly. But what if the score is 2-1? What then? It is most definitely not as easy as it appears at first glance.

Yes, probability theory, this thing that for all intents and purposes is integral to every activity of our lives, was invented to solve a problem concerning a coin toss!

Of the two, Fermat was the better mathematician, by far, but Pascal was acknowledged as the true genius of the pair. As a teen he invented , manufactured and marketed the first mechanical adding machine. He is also known for *Pascal's Wager*, wherein he calculated the probabilities of outcomes of having (or not having) faith in God.

Pascal's Wager:
Your expectation of gain if you lead a worldly life is
$$p \times X + (1-p) \times Y$$
And from leading a pious life is
$$p \times \infty + (1-p) \times Z$$

Devlin does a great job explaining the role probability plays in modern life, and shows how probabilistic reasoning, which we take for granted today, was a product the minds of brilliant mathematicians almost four centuries ago.

Chris Winfield - Ed

In the early 19th century, the outcome of something as simple as a dice roll was consigned to the realm of unknowable chance. In 1654 Blaise Pascal and Pierre de Fermat exchanged a series of letters in which they developed a method to calculate risk. That method is what is now known as probability theory—a concept that

EXTRA CREDIT QUIZ !

EARN UP TO 10 POINTS ON A TEST OF YOUR CHOICE !

			1						
			1		1				
		1				1			
		1			3		1		
	1				6			1	
	1	5			10				1
1					20		6		1
1	7	21			35		7		1

EVERYTHING YOU SEE ON THIS PAGE IS A CLUE

Traite du Triangle Arithmetique

EARN 5 POINTS

COMPLETE THE PATTERN OF NUMBERS ON THE TRIANGLE DIAGRAM AT LEFT

EARN AN ADDITIONAL 5 POINTS

WHAT IS THIS AND WHAT IS ITS SIGNIFIGANCE?

RULES AND CONDITIONS

FIRST 5 LEGACY '18 PARTICIPANTS TO BRING THE ANSWER(S) TO THE PEP NEWSLETTER EDITOR IN CHIEF WILL EARN EXTRA CREDIT POINTS AS DESCIBED ABOVE