



Terrifying Reminder of the Danger of Cell Phone Distraction

Capturing Inter-Generational Emotion



Grandpa, is it true that many Americans fought and died for our freedom?
Yes, Jimmy, hundreds of thousands, fighting against tyrants and dictators.
But Grandpa, why would some Americans want to elect a dictator?
I don't know, son. I pray to God it never happens.



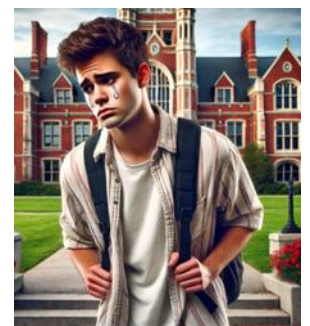
**Skyrocketing College Cost as the 800# Gorilla that Affects,
Multiple Aspects of Today's Educational Experience.**



A Tsunami of Change Threatening Small Town Public Schools



The Pitiful Response of the Philanthropic Community as Students Faced Skyrocketing College Costs and, Often, Shattered Dreams





The Sacred Cow of 4-Year-Degree as Assured Avenue to Success, Now Faced with New Realities, Such as Crushing Student Debt and Degrees that Can't Earn Enough to Pay for their Own Cost



**Four worthy cows for philanthropic support in Century 21:
Scholarship Support 4-Year and Alternatives, Support of Emerging Technology in Curricula, Teacher Support Aimed at Satisfaction and Retention in the Era of the Teacher Shortage Crisis. Enhanced Career Guidance.**



The Key to Persuasive Communication:
Understanding the emotions that will resonate with the
recipient. Telling the story.

