

Mises Club Carolinas Meetup #8

Raleigh, NC 1/27/24



AGENDA

4-5:30 PM: Meet & Greet, Show and Tell Tables of Members' Published Works

5:30 PM: Order Meals

6:00 PM: Lightning Round of Introductions

6:30-8:00 PM: Speakers & Authors

Speaker: Jim Ranieri, on the creation and future of Beow's Books & Brews

Speaker: Winston Brady, Director Thales Press, on the creation of Thales Press

& his recent Novel "The Inferno: A Novel"

Speaker: Bob Luddy, on Entrepreneurism and Education.

Venue – Beow's Books & Brews



8111-153 Creedmoor Road, Raleigh,
North Carolina 27613



Appetizers & Salads

CHARCUTERIE - prosciutto di parma, genoa salami, cheese, crackers, olives & marinated vegetables - \$15

CAPRESE SALAD - heirloom tomatoes w fresh mozzarella, fresh basil, extra virgin olive oil & balsamic glaze - \$12

CHOPPED SALAD - mixed greens, heirloom tomatoes, red onion, cucumber & marinated vegetables tossed in a golden balsamic vinaigrette topped w toasted pistachios (ranch available) - \$10 *add salami & cheese + \$3

Sandwiches

ITALIAN SAUSAGE - peppers and onions, giardiniera & spicy mustard on a roll - \$12

SICILIAN SANDWICH - prosciutto, salami & mortadella w fresh mozzarella, roasted red peppers and balsamic glaze on ciabatta - \$15

HUMMUS & VEGGIE SANDWICH - hummus, cucumber, kalamata olives, red onion, pickled turnips, mixed greens and feta cheese w vinaigrette on ciabatta - \$13

BLT - bacon, heirloom tomatoes, lettuce & a pesto aioli on ciabatta - \$12

Dessert

CANNOLI - a Sicilian pastry filled w sweetened, creamy ricotta cheese - \$6

jim@booksandbrewsnc.com

www.beowsbooksandbrews.com

919-793-3693

50 Happy Attendees

1. Kent & Ulli Misegades (2), Seven Lakes, NC
2. Sheldon Hayer (1), Raleigh, NC
3. Lindsay Mumma (1), Raleigh, NC
4. Bob Luddy (1), Raleigh, NC
5. Eddie Gilchrist (1), Spring Hope, NC
6. George Leef (1), Raleigh, NC
8. Paul & Heidi & Sophie Cwik (3), Garner, NC
9. Lisa Bordelon (1), Foxfire Village, NC
10. Winston Brady (1), Wake Forest, NC
11. Michael Farrell (1), Raleigh, NC
12. Doug, Amita Sherwood & 2 daughters (4), Whispering Pines, NC
13. Sarah Ridder & son Alban Parry (2), Middlesex, NC
14. Roy Cordato & Karen Palasek (2), Angier, NC
15. Alex Thelen (1), Raleigh, NC
17. Robert Napolitano (1), Charlotte, NC
18. Doug Newell (1), Mars Hill, NC



50 Happy Attendees

- 19. Travis Wright Colopy & Glen Wright Colopy (2), Cary, NC
- 20. Nicolas (Nic), Beth and Dan Huffman (3), Raleigh, NC
- 21. Josiah Baker (1), Fayetteville, NC
- 22. Paul & Cathryn Parsons (2), Raleigh, NC
- 23. Ryan Brown (1), Creedmoor, NC
- 24. Robert Derr & Dee Watson (2), Cary, NC
- 26. Yvonne DeWald (1), Raleigh, NC
- 27. Keller Moore (1), Wake Forest, NC
- 28. Josh Glawson (1), Charlotte, NC
- 29. Jane Shaw (1), Raleigh, NC
- 30. Susan Farrell & Michal Yarborough (2), Raleigh, NC
- 31. Steve & Stacy Kolacz (2), Garner, NC
- 32. Leigh Bortins & Sherry Swigart (2), Southern Pines, NC
- 33. Todd Farrell (1), Raleigh, NC



Discussion Notes – Winston Brady



WRITING & PUBLISHING FOR ENTREPRENEURS

Mises Club of the Carolinas
January 27, 2024

◆ Seek to Create Value & Solve Problems

- ◆ Be alert to opportunities
- ◆ Create more value & better outcomes
- ◆ Solve Problems



◆ Practical Skills for Printing & Publishing

- ◆ Adobe Creative Cloud
- ◆ Social Media Marketing
- ◆ "Content is King"
- ◆ "Go Where your People Are"



◆ Encouragement for the Long Haul

- ◆ Count the Cost if you fail
- ◆ You only fail if you stop trying
- ◆ Take steps in which you cannot fail



Success is not final, failure is not fatal: it is the courage to continue that counts."

Discussion Notes – Bob Luddy - 1



All industries and technologies are ripe for change over time, Change can be mostly slow but also sometimes abrupt.

Law of Innovation, <https://sphweb.bumc.bu.edu/otit/mph-modules/sb/behavioralchangetheories/behavioralchangetheories4.html>

- Tesla, Intel and Peloton are facing this challenge.

If you build a better mouse trap, people will build a path to your door, Wrong, ideas must be sold and adapted. The best technologies do not always win the day.

Anthony Rizzi PhD Physicist, created a new term “Philosophical-Idealist.” This refers to ideas not tested or grounded in reality.

- I.e. Everyone must drive an EV by 1935, Wrong
- DOE estimate is 24 %. Toyota estimate is maximum of 30 %.

You might appreciate this talk, it partially explains why NASA is hopelessly behind, vastly out performed by NASA scientists 50 years back. BI

What is a philosophical idealist? From the Science before Science,” Philosophical idealism is the belief that one’s knowledge starts with thought rather than things (376). Philosophical idealists believe they can go back and second guess the accuracy of sensorial knowledge. Users of this system of thought must forget that all knowledge comes to us through the senses. Such systems of thought lock oneself in one’s head. People who adhere to philosophical idealism are called philosophical idealists (39). Physicist Anthony Rizzi

Bejan another physicist has an additional explanation.

- “Compared with the advanced person who uses modern equipment, the thinker with a straight edge and compass may strike us as backward, or prehistoric. This impression is false and damaging to education. The person who learns to use the ancient tools is equipping himself or herself with the discipline: how to think most simply and directly, how to deliver the *coup de grace* while arguing scientifically, how to disarm the skeptic, and how to design even better modern instruments for the graphics needed today” (82). Adrian Bejan

Interesting take, message simplify, you have done a great job at simplification. Thanks

Discussion Notes – Bob Luddy - 2



I Was SCARED To Say This To NASA... (But I said it anyway)
- Smarter Every Day 293
[youtube.com](https://www.youtube.com/watch?v=...)

All new technologies must be tested, proven and sold to users. It is a challenging process.

CaptiveAire continuously innovates but in 48 years we only have 8 major innovation.

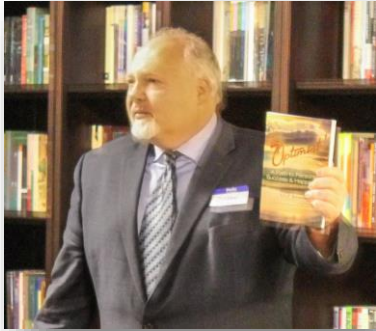
Kaizen, is small improvement over time, we may have up to 50,000 changes over the same time frame.

Entrepreneurial skills,

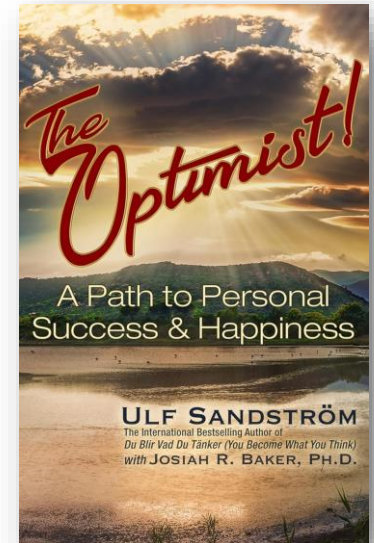
- Alertness
- Sparking / hunches / new knowledge
- Skill development, Flexibility continuous learning,
- Thinking / Kaizen, disruption and innovation
- Execution
- Virtuous leadership

Bob Luddy, CaptiveAire Bob@captiveaire.com
January 27, 2024

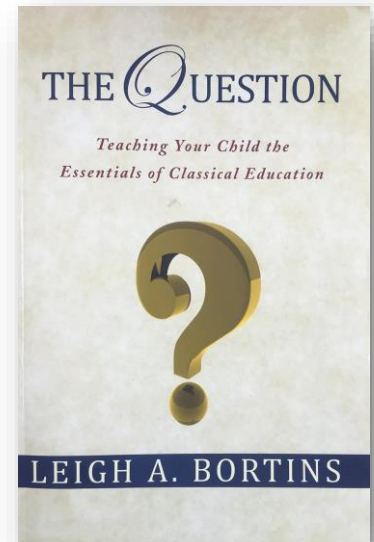
Club Authors - 1



Josiah Baker, **The Optimist**, by Ulf T. Sandstrom JD & Josiah R. Baker Ph.D.



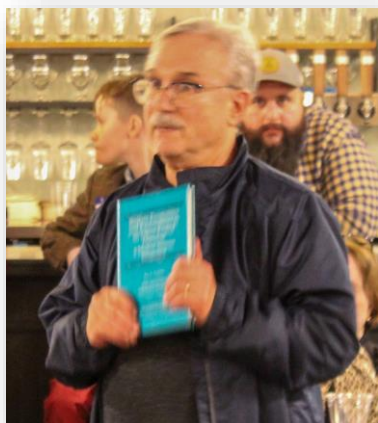
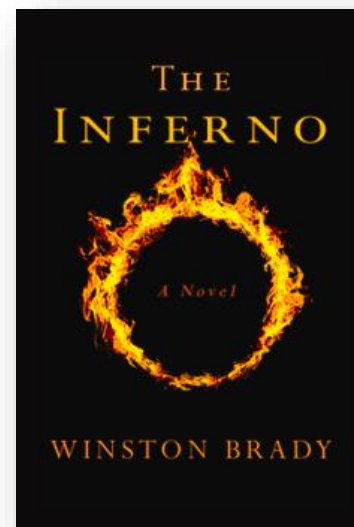
Leigh Bortins, **The Question**, Teaching Your Child the Essentials of Classical Education



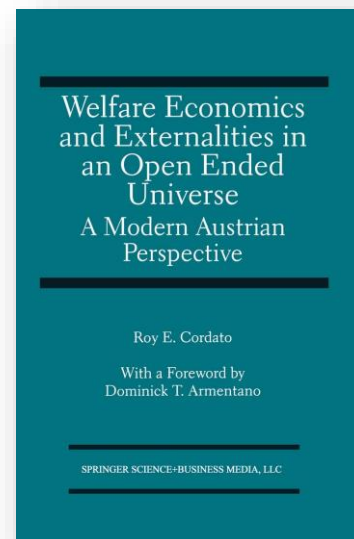
Club Authors - 2



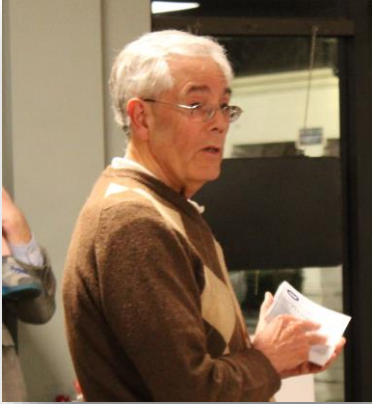
Winston Brady, **The Inferno: A Novel**



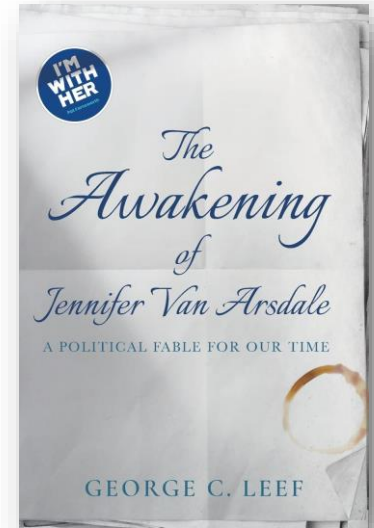
Roy Cordato, **Welfare Economics and Externalities In An Open Ended Universe: A Modern Austrian Perspective**



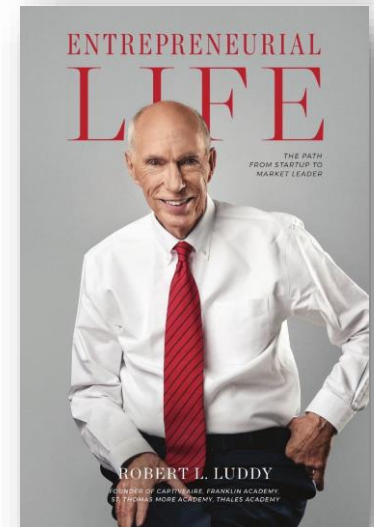
Club Authors - 3



George Leef, **The Awakening of Jennifer Van Arsdale: A Political Fable For Our Time**



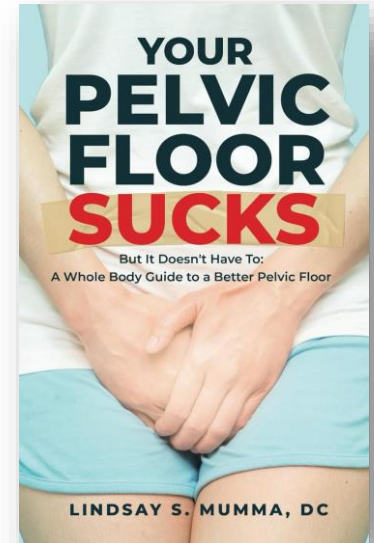
Bob Luddy, **Entrepreneurial Life: The Path From Startup to Market Leader**



Club Authors - 4



Lindsay Mumma, **Your Pelvic Floor Sucks: But It Doesn't Have To: A Whole Body Guide to a Better Pelvic Floor**



Paul Cwik, **Austrian Business Cycle - An Introduction**

Thank You For Attending
See You at the Next Meetup
Saturday, April 13th, 2024
Hyatt Farms Shooting Complex
Polkton, North Carolina
“Guns & Gold”



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