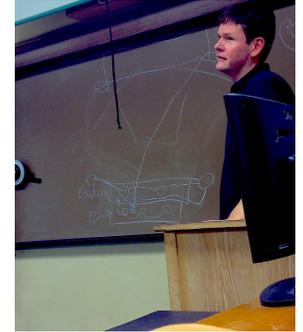


Glen Dunzweiler

Media Talking Points



Education Talking Points

1. We don't teach business, but we live it: Many students never learn business concepts, yet our nation runs on business. We are setting our youth up to fail. Capitalism does not care about them.

2 Students need to learn how to value themselves instead of waiting for someone to tell them how much they're worth: I grew up and understood that if I wanted more money, I earned a piece of paper (degree) that an employer valued at a certain amount. I never understood why that employer valued that paper (degree) the way they did. Don't be like me.

3 Every student needs to know how to market their skill: I was told to keep my head down and to work hard. This moved me forward in the dark and often allowed people to take me for granted. For a long time, I had no idea how to let people know how I could be of value to them.

4 Students needs to understand the power of a clear message tied with consistency. People are always looking for trust. A way to build trust is to be easily definable and consistent. People will brand you, so it's best to brand yourself first.

5 Building a community is necessary for survival: Capitalism is inherently risky and building communities will get everyone in it through the risks.

6. We are capitalists. We value The Deal, but we teach people that that is dirty: We give something and feel best when we get something in return. But, often capitalism is viewed through an illegitimate lens. We teach students that to starve means you are dedicated to your craft and to make money from it means you sell out. Once we set up business models to teach and encourage students to recognize their value and to provide value in return, we can start to get kids out of institutional poverty.

7. Learn and do all you can, but keep your head up and look for opportunity when you do it: We have taught students that education and working hard is the answer. But the answer is not just education and work. The answer is doing something smart with that education and experience. Students need to learn that education and labor are tools and not solutions.

8. The days of blindly going to school and working for an employer are over; We live in hyper capitalism and because there is so much opportunity, people can fall victim to other's opportunities. There is no loyalty and there is no stable industry. You must swim or drown.

9. Formalized higher education is a business too: Students should look at their return on investment for their chosen degree program. Schools market and sell to students because they need to prosper. Make sure tuition is an investment and not a temporary life escape plan.