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WISDOM OF THE AGES

Proverbs are short sentences drawn from long experience. –**Miguel De Cervantes**

Wisdom is experienced-based knowledge of how to use knowledge in your experience.

Who would you most want to teach you (and your children) the lessons of life, if such a class were available? If some of the most successful people in history could all be put in a room, what might they tell us, and who might they be. May this author humbly offer the following material as one answer to that challenging question (including the list of historic heroes, American common sense values and comparable Bible values, at the end of the famous wisdom quotes).

American values are often expressed by the words we speak, and heroes (and celebrities) we choose. Theodore Roosevelt said, “To educate a man in mind and not in morals is to educate a menace to society. Please consider the following just that—the type of moral (and motivational) lessons our children need to learn to live successful lives, but may not ever get taught (apart from the longer and harder lessons of the ‘school of hard knocks’). You’ll quickly see, as our book has demonstrated, that much common sense overlaps and mirrors significantly the truths expressed in the Bible, and for those opposed to the subject of ‘religion,’ these commonly accepted American values are presented solely from that “secular” perspective, here.

Disclaimer: I Corinthians 1: 20-25

AMERICAN VALUES & INTERESTS

Advertising. Age. American exceptionalism. Animals. Bargains. Beauty & looks (Ex.: plastic surgery). Capitalism & business. Celebrities/Hollywood. Children & youth. Common sense. Competition. Confidence & humility. Courage/bravery (Ex.: Dan Rather sign off line) . Dating. Decisiveness. Development & architecture. Diet & exercise. Dignity. Disease elimination. Dreams. Education. English language. Fairness. Family. Fashion. Few trials & tribulations. Flag. Freedom. God & religion. Goodness. Green. Hard work. Heroes. Honesty. Humor & jokes. Low crime. Money. Mothers. Multi-tasking & stress. Music & movies. Networking. Optimism (Ex.: PMA). Products & innovation. Relationships. Retirement. Safety. Saving money. Self-expression. Sex. Sports. Success. Tact & Political Correctness. Technology (Ex.: HDTV, I-Pad). The economy & jobs. The internet. The military. The stock market. War & terrorism. What works & what feels right. Winning/victory.

AMERICAN ISSUES

(**& CONCERNS**)

There are not many places in American, anymore, where our youth can learn values, morals and especially principles for success and lessons of life. I hope, in just a small way, to add to their understanding with the following quotes. Please note, often it is the content, and occasionally the speaker, who make these statements impactful, so this author’s own comments are purposefully kept to a minimum.

1. ABORTION

I am not religious. I do not believe that personhood is conferred upon conception.
But I also do not believe that a human embryo is the moral equivalent
of a hangnail and deserves no more respect than an appendix. –**Charles Krauthammer**

2. ABORTION

Prior to ROE V. WADE, abortions were common even though they were illegal.

I don't think making them illegal again is going to solve the problem. –**Tony Campolo**

Comments: True. Though it would be a good symbolic gesture, that good is out-weighted by the danger (and inconvenience) to those who will do it anyway.

3. ABORTION

I think the real place where most evangelicals have trouble with the Democratic Party is on the issue of abortion. –**Tony Campolo**

In short, I'm not sure that the abortion problem can be solved by legislation. I think it can only be solved through moral persuasion. –**Tony Campolo**

4. ACCURACY

There is no substitute for accurate knowledge. Know yourself, know your business, know your men. –**Lee Iacocca**

A correct answer is like an affectionate kiss. –**Johann Wolfgang von Goethe**
Fast is fine, but accuracy is everything. –**Wyatt Earp**

5. ACTIONS

Action expresses priorities. –**Mohandas Gandhi**

Never confuse motion with action. –**Ben Franklin**

The way to get started is to quit talking and begin doing. –**Walt Disney**

So what do we do? Anything. Something. So long as we just don't sit there.

If we screw it up, start over. Try something else.

If we wait until we've satisfied all the uncertainties, it may be too late. –**Lee Iacocca**

Comments: Just do it.

6. AFRICA & ISLAM

I've been to Africa three times. All right? You can't bring Western reasoning into the culture. The same way you can't bring it into fundamental Islam. –**Bill O'Reilly**

Comments: True or untrue? Three trips does not make someone an expert.

7. AGE

Youth is a quality, not a matter of circumstances. –**Frank Lloyd Wright**

Comments: It's obviously both, but the attitude is more important than the condition.

8. AGE

At twenty years of age the will reigns; at thirty, the wit; and at forty, the judgment. –**Benjamin Franklin**

The glory of young men is their strength, And the honor of old men is their gray hair. –**The Bible**

9. AMERICA

America is not just a power, it is a promise.

It is not enough for our country to be extraordinary in might;
it must be exemplary in meaning. **–Nelson Rockefeller**

This is America, where everything is still possible. **–John Edwards**

This country was founded by a group of slave owners who wanted to be... free.

So they killed a lot of white English people
in order to continue owning their black African people,
so they could wipe out the rest of the red Indian people,
in order to move west and steal the rest of the land from the brown Mexican people,
giving them a place to take off and drop their nuclear weapons on the yellow Japanese people
[and take oil from the brown man].

You know what the motto for this country ought to be? 'You give us a color, we'll wipe it out.'

–George Carlin

10. AMERICAN ACHIEVEMENTS

Here men from the planet Earth first set foot upon the Moon. July 1969 AD.

We came in peace for all mankind. **–Neil Armstrong**

Houston, Tranquility Base here. The Eagle has landed. **–Neil Armstrong**

This is one small step for a man, one giant leap for mankind. **–Neil Armstrong**

11. AMERICAN EXCEPTIONALISM

I reject the notion that America is in a well-deserved decline,
that she and her citizens are unexceptional.

I do not believe America is the problem in the world.

I believe America is the solution to the world's problems. **–Rush Limbaugh**

12. AMERICAN VALUES

I stand fearlessly for small dogs, the American Flag,
motherhood and the Bible. That's why people love me. **–Art Linkletter**

13. ANALYSIS

Get the habit of analysis—analysis will in time enable synthesis to become your habit of mind.

–Frank Lloyd Wright

14. ANGER

Holding on to anger is like grasping a hot coal with the intent of throwing it at someone else;
you are the one who gets burned. **–Buddah**

This you know, my beloved brethren.

But let everyone be quick to hear, slow to speak and slow to anger;
for the anger of man does not achieve the righteousness of God. **–The Bible**

Anger is an acid that can do more harm to the vessel in which it is stored
than to anything on which it is poured. **–Mark Twain**

15. ANIMAL RIGHTS

The bust of Colonel Sanders stands as a monument to cruelty and has no place in the Kentucky state Capitol. **–Pamela Anderson**

Comments: Though all violations of the law should be curbed, the mere fact that animals are killed by the food industry does not make that cruel. Her bust has been in many inappropriate places too (joke).

16. ANTI-AMERICANISM

America is a mistake, a giant mistake. **–Sigmund Freud**

All the sparrows on the rooftops are crying about the fact that the most imperialist nation that is supporting the colonial regime in the colonies is the United States of America. **–Nikita Khrushchev**

Comments: Yes, America has both enemies, and countries with great resentment over some foreign policy decisions. Our behavior ought to always be first, in our best interest, but never at the expense of what's best for the world as a whole.

17. ANTI-CAPITALISM

When you are skinning your customers, you should leave some skin on to heal, so that you can skin them again. **–Nikita Khrushchev**

Comments: Did he assume all U.S. businesses raked people over the coals for profits? He does have only one good point—you should not scare off future business by turning off existing customers.

18. ANXIETY

For this reason I say to you, do not be anxious for your life, as to what you shall eat, or what you shall drink; nor for your body, as to what you shall put on. Is not life more than food, and the body than clothing? Look at the birds of the air, that they do not sow, neither do they reap, nor gather into barns, and yet your heavenly Father feeds them. Are you not worth much more than they? And which of you by being anxious can add a single cubit to his life's span? **–The Bible**

Anxiety does not empty tomorrow of its sorrows, but only empties today of its strength. **–Charles Spurgeon**

19. APOLOGETICS

A strong argument for the religion of Christ is this—that offences against Charity are about the only ones which men on their death-beds can be made—not to understand—but to feel—as crime. **–Edgar Allan Poe**

20. ARCHITECTURE

Architecture is the reaching out for the truth. **–Louis Kahn**

Architecture is the art of how to waste space. **–Philip Johnson**

No house should ever be on a hill or on anything. It should be of the hill. Belonging to it. Hill and house should live together each the happier for the other. **–Frank Lloyd Wright**

21. ART

Talking about music is like dancing about architecture. **–Steve Martin**

Everyone discusses my art and pretends to understand,

as if it were necessary to understand, when it is simply necessary to love. –**Claude Monet**

Art is making something out of nothing and selling it. –**Frank Zappa**

I am following Nature without being able to grasp her,
I perhaps owe having become a painter to flowers. –**Claude Monet**

22. AUTHORITIES

If you're listening to a rock star in order to get your information on who to vote for,
you're a bigger moron than they are. –**Alice Cooper**

Comments: Quite true, except in his case, he has educated himself on issues quite a bit.

23. BIBLE

If you look at the Bible almost everything that was predicted,
maybe everything, has come to pass. –**Evel Knievel**

Comments: For the answer to his word 'maybe,' **See:** Evidence That Demands a Verdict, by Josh McDowell.

24. BIBLE & GOVERNING

It is impossible to rightly govern a nation without God and the Bible. –**George Washington**

Hold fast to the Bible.

To the influence of this Book we are indebted for all the progress made in true civilization
and to this we must look as our guide in the future. –**Ulysses S. Grant**

Comments: Though dead, our American heroes still speak.

25. BIBLE & SOLUTIONS

The Bible is worth all the other books which have ever been printed. –**Patrick Henry**

Within the covers of the Bible are the answers for all the problems men face. –**Ronald Reagan**

26. BUREAUCRACY

If you see a snake, just kill it—don't appoint a committee on snakes. –**Ross Perot**

Comments: So true. Can we bring this perspective to Washington anytime soon?

27. BUSINESS

I would rather earn 1% off a 100 people's efforts
than 100% of my own efforts. –**John D. Rockefeller**

Comments: As Rich Dad, Poor Dad will tell you, you can only make so much money off your own efforts, and the wealthiest segments of society are in business ownership and investing (or successful artist work).

28. BUSINESS?

Competition is a sin. –**John D. Rockefeller**

Comments: An amazing statement by someone who so benefitted from it. Perhaps sarcasm?

29. BUSINESS

The world is changing very fast. Big will not beat small anymore.
It will be the fast beating the slow. **-Rupert Murdoch**

30. BUSINESS

Spend a lot of time talking to customers face to face.
You'd be amazed how many companies don't listen to their customers. **-Ross Perot**

There is only one boss. The customer.
And he can fire everybody in the company from the chairman on down,
simply by spending his money somewhere else. **-Sam Walton**

Everything in the world we want to do or get done,
we must do with and through people. **-Earl Nightingale**

We let folks know we're interested in them
and that they're vital to us. cause they are. **-Sam Walton**

Comments: An 'old school' concept too many businesses today have shed away from, to get employees only focused on activity that directly brings in profits (or saves dollars). Forget the customer, forget success. They won't always tell you what you're doing wrong (though they know)—they'll just never return. Finding how to have the lowest prices for the quality, yet with service—that's why Wal-Mart would rank as the 25th largest country in the world, were they not a business.

31. BUSINESS

A business that makes nothing but money is a poor business. **-Henry Ford**

Comments: Exactly why an across-the-board give-back campaign is needed. A soul-less/heart-less business is less of a benefit to society than otherwise.

32. BUSINESS

Anybody can cut prices, but it takes brains to produce a better article. **-Ross Perot**

An organization's ability to learn, and translate that learning into action rapidly,
is the ultimate competitive advantage. **-Jack Welch**

33. BUSINESS

We have to make America the best place in the world to do business. **-Dick Cheney**

Comments: Amen, yet within moral limits. You can make more money lying to, deceiving and defrauding customers, at least in the short term, and we can't assume businesses will adequately self-police.

34. BUSINESS

The team with the best players wins. **-Jack Welch**

We bring together the best ideas—
turning the meetings of our top managers into intellectual orgies. **-Jack Welch**

35. BUSINESS

In the end, all business operations can be reduced to three words:
people, product, and profits. **-Lee Iacocca**

36. BUSINESS & SERVICE

A business absolutely devoted to service will have only one worry about profits. They will be embarrassingly large. **–Henry Ford**
You will get all you want in life if you help enough other people get what they want.
–Lee Iacocca

37. BUSINESS & STOCKS

If a business does well, the stock eventually follows. **–Warren Buffett**

Comments: Preventing insider information about how a company is doing is a big challenge to the SEC.

38. CAMPAIGNS & RISK

If you run, you might lose. If you don't run, you're guaranteed to lose. **–Jesse Jackson**

39. CAREER

Choose a job you love, and you will never have to work a day in your life. **–Confucius**

Never do things others can do and will do
if there are things others cannot do or will not do. **–Amelia Earhart**

40. CHANGE

All change is not growth, as all movement is not forward. **–Ellen Glasgow**

41. CHARACTER

Outside show is a poor substitute for inner worth. **–Aesop**

If you want others to be happy, practice compassion.
If you want to be happy, practice compassion. **–Dalai Lama**

Words may show a man's wit but actions his meaning. **–Ben Franklin**
Faced with what is right, to leave it undone shows a lack of courage. **–Confucius**

42. CHARACTER

Your worth consists in what you are and not in what you have. **–Thomas A. Edison**

Comments: Amen.

43. CHARITY

Infinitely more important than sharing one's material wealth
is sharing the wealth of ourselves–
our time and energy, our passion and commitment, and, above all, our love.
–William E. Simon

Those of us who have been more fortunate have a debt to society
which I believe can best be paid by training and educating
the youth of this Nation.
–Frank Philips (Founder, Philips [66] Petroleum)

Comments: Just as we say in our book, the wealthy have an extra burden in this regard, because they have more means with which to ‘bless’ others. This respected gentleman (whose family mine knows) had it right.

44. CHILD ABDUCTIONS

One missing child is one too many. –**John Walsh**

Comments: Amen. Crime victims are NOT just a statistic, and if you think so, think as well that there’s no reason it had to happen to the other fellow and not you. Randomness is no security blanket

45. CHILDREN

Children are a wonderful gift.

They have an extraordinary capacity to see into the heart of things and to expose sham and humbug for what they are. –**Desmond Tutu**

Children are not casual guests in our home.

They have been loaned to us temporarily for the purpose of loving them and instilling a foundation of values on which their future lives will be built. –**James Dobson**

Behold, children are a gift of the LORD; The fruit of the womb is a reward.

–**The Bible**

46. CHURCH

Those issues are biblical issues: to care for the sick, to feed the hungry, to stand up for the oppressed. I contend that if the evangelical community became more biblical, everything would change. –**Tony Campolo**

Comments: Totally agree, and the church has often opted to let government do that function of their ministry calling. As detailed on our other web site, revival must start with God’s church doing priorities even higher than “social ministry” (i.e., “EDBS). **See:** WillYouLiveForever.org

47. CHURCH/RELIGIOUS RIGHT

When you listen to Christian radio stations– and there are thousands of them now in the United States– and when you listen to Christian television networks–and there are thousands of Christian television shows across the country–they are all politically right. –**Tony Campolo**

Comments: Just as we argue in our book. If Christians took the whole counsel of God as their authority, and obeyed Levit. 19:15, they would not whole-heartedly side with either political party (and would have no trouble accepting most if not all of our proposals listed therein. But, as it is, 90% of believers are ‘carnal,’ so what God wants them to do is often not what they choose to do.

48. CHURCH & EVANGELISM

You’re born, you suffer, you die–fortunately there’s a loophole. –**Billy Graham**

Comments: And that “loophole” is salvation through Jesus Christ (John 3:16; details at WillYouLiveForever.org, download [page 30](#)).

49. CHURCH & MINISTRY

I don't even think about a retirement program because I'm working for the Lord,

for the Almighty. And even though the Lord's pay isn't very high, his retirement program is, you might say, out of this world. **–George Foreman**

Comments: His pay IS high if you compromise His definition and priorities of 'church,' for man a modern mega church model. See our other website for further explanation.

50. CHURCH & POLITICS

God has called us to be His representatives in our nation and in our world.
Select candidates who represent your views and work for their election. **–James Dobson**

Comments: Amen, and not just as single issue voters. Vote for 'Pledgers,' as most closely representing your values.

51. CHURCH & POOR

The reason why I buy into the Democratic Party more than the Republican Party is because there are over 2,000 verses of Scripture that deal with responding to the needs of the poor. **–Tony Campolo**

Comments: I certainly wouldn't say the Dems are closer to being Scriptural, given their pro abortion and gay marriage stances (nor subsidizing lazies), but their concern to help the poor and the world sure are.

52. CHURCH & PRAYER

It is not the body's posture, but the heart's attitude that counts when we pray.
–Billy Graham

Comments: Amen. MAN looks on the outside, but God looks on the heart. (I Sam. 16:7)

53. CLONING

Cloning, wow. Who would have thought?
There should be a list of people who can and cannot clone themselves. **–Ted Danson**

Comments: If things ever deteriorate enough where it were possible—and rampant—this sarcastic comment may need to be taken literally.

54. COMMON SENSE

Common sense as well as common values all lead us.
Our future depends upon it and our present is going to be vastly better when we get back to these basics. **–Joan Blades**

55. COMMON SENSE

Common sense in an uncommon degree is what the world calls wisdom.
–Samuel Taylor Coleridge
Common sense is the genius of humanity. **–Johann Wolfgang von Goethe**
Common sense is genius dressed in its working clothes. **–Ralph Waldo Emerson**
Common sense is not so common. **–Voltaire**

56. COMMUNISM

From each according to his abilities, to each according to his needs. **–Karl Marx**

Comments: If one's needs exceed one's intake, he must engage in token community service—not just get handouts, freebies or forced gifts confiscated from another.

57. COMMUNISM

Killing the private property—that was the center of the Marxist economy and Marxist ideology.
That was the center of the Lenin ideology. **—Anatoly Chubais**

Communism doesn't work because people like to own stuff. **—Frank Zappa**

58. COMMUNITY

None of us is as good as all of us. **—Ray Kroc**

Alone we can do so little; together we can do so much. **—Helen Keller**

We are all members of a community—some more active than others—
but no man is an island unto himself. **—J Meroney**

Comments: Do conservatives believe this?

59. COMPASSION

Anywhere I see suffering, that is where I want to be, doing what I can. **—Princess Diana**

60. COMPETITION

When I go out there, I have no pity on my brother. I'm out there to win. **—Joe Frazier**

I came, I saw, I conquered. **—Julius Caesar**

61. COMPLAINERS

The worst wheel of the cart makes the most noise. **—Ben Franklin**

62. COMPROMISE

Once you consent to some concession, you can never cancel it
and put things back the way they are." **—Howard Hughes**

Comments: This is the errant attitude too prevalent in D.C.

63. CONFIDENCE

When in doubt, don't. **—Ben Franklin**

Confidence comes from hours and days and weeks and years of constant work and dedication.
—Roger Staubach

64. CONGRESS

No man is fit to be a Senator...
unless he is willing to surrender his political life for great principle. **—Henry F. Ashurst**

65. CONSERVATIVE EXTREMISTS

Nationalizing businesses, nationalizing banks,
is not a solution for the democratic party, it's the objective. **–Rush Limbaugh**

Comments: Untrue. Exaggeration only riles up the ignorant; or, as he calls them ‘mind-numb robots.’

66. CONSERVATIVES/TRICKLE DOWN

The rich are always going to say that, you know, just give us more money
and we'll go out and spend more and then it will all trickle down to the rest of you.
But that has not worked the last 10 years, and I hope the American public is catching on.
–Warren Buffett

Comments: Amen. Many rich will just invest it to make more money from dividend interest. You can only own so many assets.

67. CONSTRUCTIVE & OBJECTIVE CRITICISM

In criticism I will be bold, and as sternly, absolutely just with friend and foe.
From this purpose nothing shall turn me. **–Edgar Allan Poe**

Comments: This is called ‘objectivity.’ A big word, often not seen, and equivalent to fairness.

68. COURAGE

Courage is contagious.
When a brave man takes a stand, the spines of others are often stiffened. **–Billy Graham**

I learned that courage was not the absence of fear, but the triumph over it.
The brave man is not he who does not feel afraid, but he who conquers that fear.
–Nelson Mandela

I'm a catalyst for change. You can't be an outsider and be successful over 30 years
without leaving a certain amount of scar tissue around the place. **–Rupert Murdoch**

Everything I did in my life that was worthwhile, I caught hell for. **–Earl Warren**

Comments: If you never take a risk, for fear of failure, you've already failed.

69. CRIME & HEROES

I figured out how to catch fugitives without a gun. **–John Walsh**

Comments: One of the greatest heroes I have. He truly turned his life's lemon into something beneficial to society.

70. CRIME

Poverty is not the root cause of crime. **–Rush Limbaugh**

Comments: Immorality may be, or drugs, but living in the dumps breeds despair, hopelessness and a lack of concern for others if they seemingly don't care for you.

71. CRIME

There's a simple way to solve the crime problem:
obey the law; punish those who do not. **–Rush Limbaugh**

Comments: Externally, simple; internally is where the problem lies, Rush.

72. CRIME

The mugger who is arrested is back on the street before the police officer, but the person mugged may not be back on the street for a long time, if ever.

–**Mario Cuomo**

Comments: True, which is why the Republican position on law and order weighs heavier than criminal rights, though they are in the ‘prioritized balance,’ too.

73. CULTURE

A nation's culture resides in the hearts and in the soul of its people. –**Mohandas Gandhi**

74. DATING

There may be plenty of fish in the sea, but it's a big fish story to say there are as many great catches out there. –**J Meroney**

75. DEBATES

Deliberation and debate is the way you stir the soul of our democracy. –**Jesse Jackson**

76. DECISIONS

I don't go by the rule book... I lead from the heart, not the head. –**Princess Diana**

A good head and a good heart are always a formidable combination. –**Nelson Mandela**

Always keep an open mind and a compassionate heart. –**Phil Jackson**

The heart is the chief feature of a functioning mind. –**Frank Lloyd Wright**

If passion drives you, let reason hold the reins. –**Ben Franklin**

77. DECISIONS

If it is a mistake of the head and not the heart don't worry about it, that's the way we learn. –**Earl Warren**

Once we realize that imperfect understanding is the human condition there is no shame in being wrong, only in failing to correct our mistakes. –**George Soros**

Comments: Perfect advice. Or, as I was told in Cambodia, don't damper people's enthusiasm just because their thinking may be a little off. Try to do both, correcting more gently.

78. DEMOCRACY

Democracy is finding proximate solutions to insoluble problems. –**Reinhold Niebuhr**

Comments: I disagree about them all being insoluble.

79. DEMOCRACY

Man's capacity for justice makes democracy possible, but man's inclination to injustice makes democracy necessary. –**Reinhold Niebuhr**

80. DEPRESSION

Why are you in despair, O my soul? And why have you become disturbed within me? Hope in God, for I shall yet praise Him, The help of my countenance, and my God.

–**The Bible**

A lot of people don't realize that depression is an illness.
I don't wish it on anyone, but if they would know how it feels,
I swear they would think twice before they just shrug it. –**Jonathan Davis**

81. DEPRESSION & SUCCESS

My life has been nothing but a failure. –**Claude Monet**

Comments: Amazing illustration of how depression and disappointment clouds clear thinking. Here, one of the greatest success stories in the field of art thinking it was all for naught.

82. DIGNITY & RESPECT

Respect commands itself and can neither be given nor withheld when it is due.
–**Eldridge Cleaver**

83. DIPLOMACY

Oh, you know. I am secretary of state. My trips aren't successful. I just talk to people.
–**George P. Shultz**

Comments: A bit of sarcasm to critics, I'm sure. 'Pic Nic Diplomacy' works.

84. DIPLOMACY

A diplomat is a man who always remembers a woman's birthday
but never remembers her age. –**Robert Frost**

Comments: Exactly why I wouldn't make a good one—I tell the truth, both good and bad—it's called 'objectivity.'

85. DIVORCE

When I was a kid, people who got divorced were people who had no gumption.
–**Phil Donahue**

Comments: My, how society has changed. In the 70's, a TV commercial said—as a joke—'My wife, I think I'll keep her.' Today, it's no joke, but a serious consideration, with a ~52% American divorce rate.

86. DREAMS

Believe in something larger than yourself...
get involved in the big ideas of your time. –**Barbara Bush**

Our dreams must be stronger than our memories.
We must be pulled by our dreams, rather than pushed by our memories. –**Jesse Jackson**

Everybody wants to be somebody. The thing you have to do is give them confidence they can. You have to give a kid a dream. –**George Foreman**

87. 'DRESS FOR SUCCESS'

You cannot climb the ladder of success dressed in the costume of failure. –**Zig Ziglar**

Opposite:

Be careless in your dress if you will, but keep a tidy soul. –**Mark Twain**

Comments: In professional circles, per pressure pretty much requires formal attire—at least business casual, but it’s always *attitude* over attire. I used to practice law in my night clothes! Man looks on the outside, but God sees the heart

88. DROP-OUTS, EDUCATION & SUCCESS

While formal schooling is an important advantage,
it is not a guarantee of success nor is its absence a fatal handicap. –**Ray Kroc**

Comments: A college degree is basically essential to success in a globalized world, but at least there are some role models for those who can’t do so.

89. ECONOMY

Anything that we can do to raise personal savings
is very much in the interest of this country. –**Alan Greenspan**

Comments: True, but, as always “within reason.” No need to give people tax payer funded nest eggs, for example.

90. ECONOMY

It's a recession when your neighbor loses his job;
it's a depression when you lose yours. –**Harry S. Truman**

91. ECONOMY

In the absence of the gold standard, there is no way to protect savings from confiscation through inflation. There
is no safe store of value. –**Alan Greenspan**

Comments: Ron Paul believes this. Is it true?

92. ECONOMY

Stock market bubbles don't grow out of thin air.
They have a solid basis in reality, but reality as distorted by a misconception. –**George Soros**

Comments: True. Our 2009+ crash was triggered, primarily by bad (i.e., un-wise), sub-prime loans.

93. EDUCATION & TEACHERS

I'm embarrassed every time I look a teacher in the eye,
because we ask them to do so much for so little. –**Phil McGraw**

Comments: They do a lot for the money, and we all appreciate them very much, but with 3 months off a year and having joined the profession knowing one doesn’t get rich off that decision, how do they fare compared to a comparable private sector position?

94. EDUCATION

The benefits of education and of useful knowledge, generally diffused through a community, are essential to the
preservation of a free government. –**Sam Houston**

Self-education is, I firmly believe, the only kind of education there is. –**Isaac Asimov**

Violence is the last refuge of the incompetent. –**Isaac Asimov**

From kindergarten to graduation, I went to public schools,
and I know that they are a key to being sure that every child

has a chance to succeed and to rise in the world. **–Dick Cheney**
Tell me and I forget. Teach me and I remember. Involve me and I learn. **–Ben Franklin**
I am indebted to my father for living,
but to my teacher for living well. **–Alexander the Great**

95. EDUCATION & RACE

Education is the passport to the future,
for tomorrow belongs to those who prepare for it today. **–Malcolm X**

Education is the most powerful weapon
which you can use to change the world. **–Nelson Mandela**

96. EFFICIENCY

If you want to make good use of your time,
you've got to know what's most important and then give it all you've got. **–Lee Iacocca**

A man who dares to waste one hour of time
has not discovered the value of life. **–Charles Darwin**

97. EFFICIENCY & RUDENESS

Dost thou love life? Then do not squander time, for that is the stuff life is made of.
Half a truth is often a great lie. **–Ben Franklin**

Time is money. **–Ben Franklin**

Yeah, I'm obnoxious, yeah, I cut people off, yeah, I'm rude. You know why?
Because you're busy. **–Bill O'Reilly**

98. EFFORT

The difference between the impossible and the possible lies in a man's determination.
–Tommy Lasorda

There is nothing impossible to him who will try. **–Alexander the Great**

I have not failed. I've just found 10,000 ways that won't work. **–Thomas A. Edison**

99. EFFORT & HARD WORK

Ambition is a dream with a V8 engine. **–Elvis Presley**

Whatever you do, do it with all your might.
Work at it, early and late, in season and out of season,
not leaving a stone unturned, and never deferring for a single hour
that which can be done just as well now. **–P. T. Barnum**

100. EFFORT & PRAYER

Work as if you were to live a hundred years.
Pray as if you were to die tomorrow. **–Ben Franklin**

101. EMOTIONS

Any emotion, if it is sincere, is involuntary. **–Mark Twain**

Our age knows nothing but reaction, and leaps from one extreme to another.
–**Reinhold Niebuhr**

102. EMPATHY & COMPASSION

I want my boys to have an understanding of people's emotions, their insecurities, people's distress, and their hopes and dreams. –**Princess Diana**

103. ENJOYMENT

Instruct those who are rich in this present world not to be conceited or to fix their hope on the uncertainty of riches, but on God, who richly supplies us with all things to enjoy. –**The Bible**

104. EVANGELISM

When you were born, you cried and everybody else was happy.
The only question that matters is this–
when you die, will you be happy when everybody else is crying? –**Tony Campolo**
“I'd rather have people hate me with the knowledge that I tried to save them.”
–**Keith Green**

Comments: **See also:** Just a prayer away (song by Wendy & Mary), and our other web site: WillYouLiveForever.org, download **page 30**

105. EXCEED EXPECTATIONS

There are no traffic jams along the extra mile. –**Ross Perot**

106. EXCELLENCE

Excellence is the best deterrent to racism or sexism. –**Oprah Winfrey**

107. EXERCISE

You're only given one body in which to live.
Care for it as if your life depended on it. –**J Meroney**

108. EXPERIENCE

Better be wise by the misfortunes of others than by your own. –**Aesop**

109. EXTREMES

I would rather have a competent extremist than an incompetent moderate. –**Leon Jaworski**

110. FAIRNESS

Life is not fair; get used to it. –**Bill Gates**

Comments: No sir–fight it. As we said in our book, often, those who say this are on the long end of the stick, and don't want to change to make life any better for anyone else who is suffering (though not the case in Bill's case, fortunately). We'll never achieve perfect fairness, but we should always try. By the way, I'm not referring to

companies over-paying workers, but for the rich giving back and helping society more than others, as they are best able to absorb that cost with no significant change to their lifestyles.

111.

Family is the most important thing in the world. –**Princess Diana**

My wife and children seem to like me quite a bit,
and as long as that is true, I'm really OK. –**Brian Williams**

Family is the foundation upon which our great republic was built
(and YOU are the product of it). –**J Meroney**

112. FISCAL RESPONSIBILITY

I am a deficit hawk. –**Dick Cheney**

Comments: I am too, but only after we have defined the proper definitions for what government ought to be doing. On that issue, I feel certain he and I would disagree. Many true/consistent conservatives would secretly be happy if government was made up only of police and the military—to protect their cherished assets.

113. FORGIVENESS

Injuries may be forgiven, but not forgotten. –**Aesop**

Then Peter came and said to Him, "Lord, how often shall my brother sin against me and I forgive him? Up to seven times?" Jesus said ^ to him, "I do not say to you, up to seven times, but up to seventy times seven." –**The Bible**

114. FREEDOM

Freedom lies in being bold. –**Robert Frost**

Real freedom lies in wildness, not in civilization. –**Charles Lindbergh**

115. FRIENDSHIPS

A doubtful friend is worse than a certain enemy.
Let a man be one thing or the other, and we then know how to meet him. –**Aesop**

My father always used to say that when you die,
if you've got five real friends, then you've had a great life. –**Lee Iacocca**

If you go looking for a friend, you're going to find they're very scarce.
If you go out to be a friend, you'll find them everywhere. –**Zig Ziglar**

116. FRUGALITY

He who wastes money devalues value,
yet he who is selfish with what is his devalues life. –**J Meroney**

117. GLOBAL PEACE

If we have no peace,
it is because we have forgotten that we belong to each other. –**Mother Theresa**

118. GOALS

You should set goals beyond your reach
so you always have something to live for. **-Ted Turner**

119. GOLDEN RULE

Therefore, however you want people to treat you, so treat them,
for this is the Law and the Prophets. **-The Bible**

120. GOODNESS

A good conscience is a continual Christmas. **-Benjamin Franklin**

121. GREEN/ENVIRONMENT

The real cure for our environmental problems is to understand that our job is to salvage Mother Nature. We are facing a formidable enemy in this field. It is the hunters... and to convince them to leave their guns on the wall is going to be very difficult.

-Jacques Yves Cousteau

Comments: Is she really 'hurting' that bad? In pockets, yes, but we will never return to a pristine Paradise, and all efforts cost money. Save for under-population from over-hunting, I don't think hunters are the problem.

122. GREEN/ENVIRONMENT

We've got to pause and ask ourselves: How much clean air do we need? **-Lee Iacocca**

123. GUIDANCE

The LORD is my shepherd, I shall not want.
He makes me lie down in green pastures;
He leads me beside quiet waters. He restores my soul;
He guides me in the paths of righteousness For His name's sake.
Even though I walk through the valley of the shadow of death, I fear no evil;
for Thou art with me; Thy rod and Thy staff, they comfort me.
Thou dost prepare a table before me in the presence of my enemies;
Thou hast anointed my head with oil; My cup overflows.
Surely goodness and lovingkindness will follow me all the days of my life,
And I will dwell in the house of the LORD forever. **-Psalm 23**

124. HAPPINESS

Happiness is when what you think, what you say, and what you do are in harmony.

-Mohandas Gandhi

Where there is no vision, the people are unrestrained,
But happy is he who keeps the law. **-The Bible**

He who despises his neighbor sins, But happy is he who is gracious to the poor.

-The Bible

125. HEALTHCARE

If you believe that health care is a public good to be guaranteed by the state,
then a single-payer system is the next best alternative.

Unfortunately, it is fiscally unsustainable without rationing. –**Charles Krauthammer**

Comments: How about government-funded healthcare just for the indigent (Ex.: Medicaid, streamlined and defrauded) ONLY to the minimum of care needed to sustain life and health, and requiring recipients to do compulsory community service as token repayment, in order to qualify?

126. HEROES

A hero is somebody who is selfless, who is generous in spirit,
who just tries to give back as much as possible and help people.

A hero to me is someone who saves people and who really deeply cares. –**Debi Mazar**

A hero is someone who has given his or her life
to something bigger than oneself. –**Joseph Campbell**

A hero is someone who understands the responsibility
that comes with his freedom. –**Bob Dylan**

It doesn't take a hero to order men into battle.

It takes a hero to be one of those men who goes into battle. –**Norman Schwarzkopf**

A hero holds purposes appropriate to man and is, therefore, a thinker. –**Andrew Bernstein**

A hero is no braver than an ordinary man,
but he is brave five minutes longer. –**Ralph Waldo Emerson**

Comments: Obviously, there are short-term heroes, and longer-term heroes who have achieved sustained greatness, but they're all heroes—people who have gone above and beyond the normal call of duty (and we're thankful for them all).

127. HISTORY

Most people's historical perspective begins with the day of their birth. –**Rush Limbaugh**

Comments: Sadly true.

128. HONESTY/TRUTHFULNESS

Be candid with everyone. –**Jack Welch**

Honesty is the best policy. –**Ben Franklin**

A brave man is a man who dares to look the Devil in the face
and tell him he is a Devil. –**James A. Garfield**

Honesty is the first chapter in the book of wisdom. –**Thomas Jefferson**

I have found that being honest is the best technique I can use.

Right up front, tell people what you're trying to accomplish
and what you're willing to sacrifice to accomplish it. –**Lee Iacocca**

I was really too honest a man to be a politician and live. –**Socrates**

Comments: I totally agree, with the caveat that personal private information or top secret government information. I also don't believe it's wise to let others use your honesty against you. I was once asked this question in a fraternity pledge interview, and I don't think many Americans agree with me that even white lies are a sin!

129. HONESTY & REPUTATION

I would give no thought of what the world might say of me,
if I could only transmit to posterity the reputation of an honest man. –**Sam Houston**

130. HOPE

Hope deferred makes the heart sick, But desire fulfilled is a tree of life. –**The Bible**

Hope springs eternal in the human heart,
for without hope the human heart fails. –**J Meroney**

131. HUMANITY

Every human has four endowments—self-awareness, conscience, independent will
and creative imagination. These give us the ultimate human freedom...
The power to choose, to respond, to change. –**Stephen Covey**

132. HUMAN RELATONS

I love mankind; it's people I can't stand. –**Charles M. Schulz**

Comments: Sometimes people are harder to get along with than pets, but we still have to love them.

133. HUMILITY

Just because I managed to do a little something,
I don't want anyone back home to think I got the big head. –**Elvis Presley**

If somebody writes a great poem, people don't run around applauding the pencil, saying
'Oh, what a great pencil'... I'm a pencil in God's hands." –**Keith Green**

A man wrapped up in himself makes a very small bundle. –**Benjamin Franklin**

134. HUMOR

Humor is always based on a modicum of truth.
Have you ever heard a joke about a father-in-law? –**Dick Clark**

135. IDIOMS

Brevity is the soul of wit. –**William Shakespeare**

A picture is worth a thousand words. –**Napoleon Bonaparte**

A zebra does not change its spots. –**Al Gore**

Comments: Proof even high-ranking politicians (and others) use idioms (though this one is often mis-used).

136. IGNORANCE

Since light travels faster than sound,
some people appear to be bright until you hear them speak. –**Brian Williams**

Being ignorant is not so much a shame, as being unwilling to learn. –**Benjamin Franklin**

137. ILLEGAL DRUGS

The criminalization of marijuana did not prevent marijuana from becoming
the most widely used illegal substance in the United States and many other countries.
But it did result in extensive costs and negative consequences. –**George Soros**

Who most benefits from keeping marijuana illegal?
The greatest beneficiaries are the major criminal organizations in Mexico and elsewhere

that earn billions of dollars annually from this illicit trade—
and who would rapidly lose their competitive advantage
if marijuana were a legal commodity. **–George Soros**

138. INDEPENDENCE

I pay no attention whatever to anybody's praise or blame.
I simply follow my own feelings. **–Wolfgang Amadeus Mozart**

139. INNOVATION

Your most unhappy customers are your greatest source of learning. **–Bill Gates**

Anything that won't sell, I don't want to invent.
Its sale is proof of utility, and utility is success. **–Thomas A. Edison**

There's a way to do it better—find it. **–Thomas A. Edison**

Creativity is a natural extension of our enthusiasm. **–Earl Nightingale**

I start where the last man left off. **–Thomas A. Edison**

Without deviation progress is not possible. **–Frank Zappa**

Comments: For more, practical tips on how to create new products, see our book on innovation. We have over 2,500 new product ideas strewn throughout our books on politics, prophecy and innovation.

140. INTERNET

The internet has become such a great tool not just for chefs but for everyone.
The net has given everyone the tools to see and almost experience new and different ideas.
–Graham Kerr

141. ISLAM & ISRAEL

And, these Islamic fundamentalists, these radical terrorists,
these Middle Eastern monsters are committed to destroying the Jewish nation,
driving her into the Mediterranean, conquering the world. **–Jerry Falwell**

If I were president of the United States,
I would include Moslems in my presidency. **–Jerry Falwell**

Comments: Always distinguish between the extremist sub-group vs. the moderate, average, 'God-fearing' Muslim.

142. JUSTICE

The execution of justice is joy for the righteous,
But is terror to the workers of iniquity. **–The Bible**

A society that has more justice is a society that needs less charity. **–Ralph Nader**

Comments: What's unjust about earning what your skills are worth? If greedy executives are withholding pay you rightfully deserve, they have committed an injustice. Get better job skills, live frugal, and at least the rich (and charities) should help where one cannot rise to a 'decent' minimum standard by those efforts.

143. KINDNESS

Be kind whenever possible. It is always possible. **–Dalai Lama**

Comments: True, but also to the 9-11 terrorists? There may be some exceptions to his rule.

144. LEADERSHIP

A leader has the vision and conviction that a dream can be achieved.
He inspires the power and energy to get it done. **–Ralph Nader**

A leader is a dealer in hope. **–Napoleon Bonaparte**

Character matters; leadership descends from character. **–Rush Limbaugh**

The quality of a leader is reflected in the standards they set for themselves. **–Ray Kroc**

As we look ahead into the next century,
leaders will be those who empower others. **–Bill Gates**

Effective leadership is not about making speeches or being liked;
leadership is defined by results not attributes. **–Peter Drucker**

I start with the premise that the function of leadership is to produce more leaders,
not more followers. **–Ralph Nader**

A leader is someone who helps improve the lives of other people
or improve the system they live under. **–Sam Houston**

Talk to people in their own language. If you do it well, they'll say, 'God,
he said exactly what I was thinking.'

And when they begin to respect you, they'll follow you to the death. **–Lee Iacocca**

Good leadership consists of showing average people how to do the work of superior people.
–John D. Rockefeller

A leader does not deserve the name
unless he is willing occasionally to stand alone.

–Henry A. Kissinger

I forgot to shake hands and be friendly.
It was an important lesson about leadership. **–Lee Iacocca**

145. LEADERS & BUSINESS

In any team sport, the best teams have consistency and chemistry. **–Roger Staubach**

Comments: And it helps to have at least one great player (Ex.: Michael Jordan).

146. LEADERS & BUSINESS

The greatest ability in business is to get along with others
and to influence their actions. **–John Hancock**

The ability to deal with people is as purchasable a commodity as sugar or coffee
and I will pay more for that ability than for any other under the sun. **–John D. Rockefeller**

Comments: ALL business is conducted through the 'human element'—even automatic stock transactions when they are initially agreed to by the participating companies.

147. LEADERS & DECISIVENESS

You can't build a strong corporation with a lot of committees and a board
that has to be consulted every turn. You have to be able to make decisions on your own.

–Rupert Murdoch

148. LEADERS & MOTIVATION

High expectations are the key to everything. –**Sam Walton**

In motivating people, you've got to engage their minds and their hearts.

I motivate people, I hope, by example—and perhaps by excitement, by having productive ideas to make others feel involved. –**Rupert Murdoch**

Giving people self-confidence is by far the most important thing that I can do.

Because then they will act. –**Jack Welch**

The essence of competitiveness is liberated when we make people believe that what they think and do is important—and then get out of their way while they do it.

–**Jack Welch**

149. LEADERS & POLITICS

Leadership cannot just go along to get along.

Leadership must meet the moral challenge of the day. –**Jesse Jackson**

Leadership has a harder job to do than just choose sides.

It must bring sides together. –**Jesse Jackson**

150. LEADER & SUCCESS

Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss.

–**Lee Iacocca**

I believe that if you show people the problems and you show them the solutions they will be moved to act. –**Bill Gates**

151. LEGISLATION & MORALS

In civilized life, law floats in a sea of ethics. –**Earl Warren**

Laws too gentle are seldom obeyed; too severe, seldom executed. –**Ben Franklin**

The United States is a nation of laws: badly written and randomly enforced. –**Fran Zappa**

152. LIBERAL MEDIA

CNN is pretty consistently on the left, if you look at their choice of stories, what they play up. It's not what they say. It's what they highlight. –**Rupert Murdoch**

153. LIFE & COMMITMENT

As a well spent day brings happy sleep,
so life well used brings happy death. –**Leonardo DaVinci**

154. LISTENING

Listening is a magnetic and strange thing, a creative force.

The friends who listen to us are the ones we move toward.

When we are listened to, it creates us, makes us unfold and expand.

–**Karl A. Menninger**

To listen well is as powerful a means of communication and influence as to talk well. –**John Marshall**

155. LOBBYISTS

I'm sorry that we have to have a Washington presence.
We thrived during our first 16 years without any of this.
I never made a political visit to Washington and we had no people here.
It wasn't on our radar screen. We were just making great software. **-Bill Gates**

Comments: Amen. We ought to curb this trend somewhat back to the way things were when they were better.

156. LOVE

Love is patient, love is kind, and is not jealous;
love does not brag and is not arrogant,
does not act unbecomingly;
it does not seek its own,
is not provoked,
does not take into account a wrong suffered,
does not rejoice in unrighteousness, but rejoices with the truth;
bears all things, believes all things, hopes all things, endures all things.
Love never fails; **-The Bible**

You have heard that it was said, 'YOU SHALL LOVE YOUR NEIGHBOR,
and hate your enemy.' But I say to you, love your enemies,
and pray for those who persecute you. **-The Bible**

157. LOVE

Never forget that the most powerful force on earth is love. **-Nelson Rockefeller**
Love cures people—both the ones who give it and the ones who receive it. **-Karl A. Menninger**

I knew what my job was;
it was to go out and meet the people and love them. **-Princess Diana**
If you would be loved, love, and be loveable. **-Ben Franklin**
All mankind love a lover. **-Ralph Waldo Emerson**

158. LOVE EXPRESSED

Love is a special word, and I use it only when I mean it.
It's very difficult for me to say 'I love you'
but to sing 'I love you' for me is easier. **-Neil Diamond**
You say the word too much and it becomes cheap. **-Ray Charles**

159. LYING

A lie told often enough becomes the truth. **-Vladimir Lenin**

Comments: No it doesn't—it's still a lie. It may become 'the truth' to some people—the deluded dummies.

160. MANAGEMENT

Management is nothing more than motivating other people. **-Lee Iacocca**
The one word that makes a good manager—decisiveness.
-Lee Iacocca
I've always found that the speed of the boss is the speed of the team. **-Lee Iacocca**

161. MARRIAGE

Let your wife also be your best friend,
lest the relationship lapse when the years don't. **-J Meroney**

Don't marry the person you think you can live with;
marry only the individual you think you can't live without. **-James Dobson**

Comments: Excellent advice by the founder of Focus on the Family.

162. MEDIA

I think it is absolutely essential in a democracy to have competition in the media,
a lot of competition, and we seem to be moving away from that. **-Walter Cronkite**

In seeking truth you have to get both sides of a story. **-Walter Cronkite**

If you can manipulate news, a judge can manipulate the law.

A smart lawyer can keep a killer out of jail,
a smart accountant can keep a thief from paying taxes,
a smart reporter could ruin your reputation unfairly. **-Mario Cuomo**

A reporter's ability to keep the bond of confidentiality
often enables him to learn the hidden or secret aspects of government. **-Bob Woodward**

We never search for scandal, but we use it if it cries out to excess. **-Peter Utley**

163. MEDIA & FAIRNESS

Fairness is not an attitude.

It's a professional skill that must be developed and exercised. **-Brit Hume**

164. MONEY

Wealth, like happiness, is never attained when sought after directly.
It comes as a by-product of providing a useful service. **-Henry Ford**

The highest use of capital is not to make more money,
but to make money do more for the betterment of life. **-Henry Ford**

Money won't make you happy... but everybody wants to find out for themselves.
-Zig Ziglar

165. MORALS

Do what is right, not what you think the high headquarters wants
or what you think will make you look good. **-Norman Schwarzkopf**

In plain Texas talk, it's 'do the right thing' **-Ross Perot**

Always do right. This will gratify some people and astonish the rest. **-Mark Twain**

All the great things are simple, and many can be expressed in a single word:
freedom, justice, honor, duty, mercy, hope. **-Winston Churchill**

166. MORALS

All the gold which is under or upon the earth
is not enough to give in exchange for virtue. **-Plato**

A country cannot subsist well without liberty, nor liberty without virtue. **-Daniel Webster**

167. MORALS

The only person you can [completely] change is yourself. –**Karl A. Menninger**

Comments: You can influence some change in (some) others. Otherwise we'd never try. Hence, the inserted word "completely."

168. MORALS

Do not impose on others what you yourself do not desire. –**Confucius**

Every right implies a responsibility; Every opportunity, an obligation,

Every possession, a duty. –**John D. Rockefeller**

To overcome evil with good is good, to resist evil by evil is evil. –**Prophet Mohammed**

169. MORALS & FREE SPEECH?

I feel that everyone who wants to say anything, do anything,
should be able to say anything or do anything,
within the limits of not hurting another person. –**Madalyn Murray O'Hair**

Comments: This flaming (and deceased) atheist advocates an imperfect standard. For one, it encourages no positive, morally assertive action, like doing good—only not doing harm. It also permits evil, so long as no one gets hurt in the process.

170. MORAL RELATIVISM

A system of morality which is based on relative emotional values is a mere illusion, a thoroughly vulgar conception which has nothing sound in it and nothing true. –**Socrates**

171. MOTIVATION

Call it what you will, incentives are what get people to work harder. –**Nikita Khrushchev**

Motivation is everything. You can do the work of two people, but you can't be two people. Instead, you have to inspire the next guy down the line and get him to inspire his people.

–**Lee Iacocca**

172. MUSIC

Music is the soundtrack of your life. –**Dick Clark**

Songs are life in 80 words or less. –**Neil Diamond**

Music is always a commentary on society. –**Frank Zappa**

173. NAIEVETE

Men in general are quick to believe that which they wish to be true. –**Julius Caesar**

A man who stands for nothing will fall for anything. –**Malcolm X**

174. NATIONAL DEFENSE

When under attack, no country is obligated to collect permission slips

from allies to strike back. –**Charles Krauthammer**

175. NEW YORK

I said, to be a New Yorker you have to live here for six months, and if at the end of the six months you find you walk faster, talk faster, think faster, you're a New Yorker. –**Ed Koch**

176. NO & 'NEGATIVITY'

A 'No' uttered from the deepest conviction is better than a 'Yes' merely uttered to please, or worse, to avoid trouble. –**Mohandas Gandhi**

177. OFFENDING

Offend: "to cause to feel upset, annoyed, or resentful." Moral vs. emotional offense (II Cor. 6:3 vs. Mt. 15:12). I've never tried to be controversial; the truth is controversial enough. –**Keith Green** (Jn. 8:32, 17:17; II Cor. 13:8)

178. OPTIMISM

If we were logical, the future would be bleak, indeed.
But we are more than logical. We are human beings,
and we have faith, and we have hope, and we can work. –**Jacques Yves Cousteau**

Comments: Amen. Logic is not the end-all for life.

179. PARENTS

Raising children is an incredibly hard and risky business
in which no cumulative wisdom is gained:
each generation repeats the mistakes the previous one made. –**Bill Cosby**
Your children need your presence more than your presents. –**Jesse Jackson**

180. PARENTS

I believe every child has the right to a mother and a father. –**Mark Davis**

Comments: **See also:** Cats in the cradle (song by Harry Chafin)

181. PATRIOTISM

A patriot does what is in the best interest of his country.
One need not be a hero to do this heroic duty. –**J Meroney**

I only regret that I have but one life to lose for my country. –**Nathan Hale**

Comments: The epitome of a hero (i.e., Nathan Hale), as with all in our armed forces.

182. PHYSICAL APPEARANCES

We should look to the mind, and not to the outward appearance. –**Aesop**

Comments: Amen. Why do we so easily hold against people their less than perfect appearances, when they had little to do with it? Don't judge a book by its cover is more than a phrase.

183. POLITICAL CAMPAIGNS

Which one of the three candidates would you want your daughter to marry? **-Ross Perot**

Comments: A great standard for any candidate.

184. POLITICAL CAMPAIGNS

Maybe he just looks good compared to the bores he's running against. **-Ed Koch**

185. POLITICAL CAMPAIGNS

When you're bringing in a fairly unknown candidate challenging a sitting president, the population needs a lot more information than reduced coverage provides.

-Walter Cronkite

186. POLITICIANS

I just don't believe in the basic concept that someone should make their whole career in public service. **-Dan Quayle**

Comments: Reasonable minds can differ, but he probably supports term limits.

187. POLITICIANS & LEADERS

I think that ego-driven leaders will be a thing of the past because the masses are tired. **-Louis Farrakhan**

Comments: I HOPE this is true.

188. POLITICS

In politics, an organized minority is a political majority. **-Jesse Jackson**

189. POLITICS & MORALS

War has rules, mud wrestling has rules—politics has no rules. **-Ross Perot**

From Watergate we learned what generations before us have known; our Constitution works. And during Watergate years it was interpreted again so as to reaffirm that no one—absolutely no one—is above the law. **-**

Leon Jaworski

Comments: There are a few (Ex.: Senate rules on filibusters, censures, etc.), but not nearly enough.

190. POSSESSIONS

And He said to them, "Beware, and be on your guard against every form of greed; for not even when one has an abundance does his life consist of his possessions."

-The Bible

191. POVERTY

Affluence separates people. Poverty knits 'em together.

You got some sugar and I don't; I borrow some of yours.

Next month you might not have any flour; well, I'll give you some of mine. **-Ray Charles**

192. PREACHERS & POLITICS

I've never done anything else in my life other than preach and be an activist.
Way before I was known. **-Al Sharpton**

Comments: Similar with myself, except I have ministered in obscurity for quite a while.

193. PRE-EMPTIVE STRIKE

If we have reason to believe someone is preparing an attack against the U.S.,
has developed that capability, harbors those aspirations,
then I think the U.S. is justified in dealing with that, if necessary, by military force.
-Dick Cheney

194. PRESIDENTS

What you do as president has consequences. **-Steve Forbes**

You may think the president is all-powerful, but he is not.

He needs a lot of guidance from the Lord. **-Barbara Bush**

The president of the United States actually has to be able to walk and chew gum
at the same time. **-Amelia Earhart**

195. PRIDE

Never look down on anybody unless you're helping him up. **-Jesse Jackson**

196. PRIORITIES

Health is the greatest gift, contentment the greatest wealth,
faithfulness the best relationship. **-Buddah**

Be strong in body, clean in mind, lofty in ideals. **-James Naismith**

197. PRIORITIES

It's easy to make a buck. It's a lot tougher to make a difference. **-Tom Brokaw**

Comments: You need to do both, but the latter is most important.

198. PRIORITIES

A man should never neglect his family for business. **-Walt Disney**

Comments: Amen.

199. PRIORITIES

The key is not to prioritize what's on your schedule,
but to schedule your priorities. **-Stephen Covey**

The main thing is to keep the main thing the main thing. **-Stephen Covey**

Comments: If Congress would ever believe this, major problems would get resolved (or significantly improved).

200. PRIVATE SECTOR

There are a lot of good causes out there,
but they can't possibly all be served by government. **–Ralph Nader**

Comments: Amen–prioritize!!!

201. PROMISES

A promise made should be a promise kept. **–Steve Forbes**

Comments: Amen. Tell that to the next politician you meet.

202. PROPHECY

Science has not yet mastered prophecy. We predict too much for the next year
and yet far too little for the next 10. **–Neil Armstrong**

203. PROTECTIONISM?

Protectionism will do little to create jobs and if foreigners retaliate,
we will surely lose jobs. **–Alan Greenspan**

Comments: True.

204. QUALITY

Excellence always sells. **–Earl Nightingale**

Comments: True, unless it's over-priced.

205. QUALITY & EXCELLENCE

I had rather excel others in the knowledge of what is excellent,
than in the extent of my power and dominion. **–Alexander the Great**

206. RACE

Preservation of one's own culture does not require contempt or disrespect for other cultures.
–Cesar Chavez

Comments: How true, and how needed is this information in the U.S.A. today.

207. RACE

I hear that melting-pot stuff a lot,
and all I can say is that we haven't melted. **–Jesse Jackson**

Be nice to whites, they need you to rediscover their humanity. **–Desmond Tutu**
For goodness sake, will they hear, will white people hear what we are trying to say?

Please, all we are asking you to do is to recognize that we are humans, too. **–Desmond Tutu**

Comments: Those who ONLY hold to 'you have the opportunity–go to it' attitude are not helping struggling others at all by saying so (if doing nothing else). Even the Bible, in James 2, warns against (and rebukes) people only seeking to offer encouraging words to help the poor.

208. RACE & DIGNITY

I realize that I'm black, but I like to be viewed as a person,
and this is everybody's wish. **-Michael Jordan**

209. RACE & EXTREMISTS

If a man like Malcolm X could change and repudiate racism,
if I myself and other former Muslims can change,
if young whites can change, then there is hope for America. **-Eldridge Cleaver**

210. RACE & THE GOP

Republicans have called for a National African-American Museum. The plan is being held up by finding a location
that isn't in their neighborhood. **-Conan O'Brien**

211. RACE & THE NAACP

Black leadership has to recognize that principles more than speech, character more than a claim,
is greater in advancing the cause of our liberation than what has transpired thus far.
-Louis Farrakhan

212. REASON

Hear reason, or she'll make you feel her. **-Ben Franklin**

Comments: Often, true, yet not often enough.

213. REASON & QUITTING

If you can't do it, give up! **-George Foreman**

To get what you want, STOP doing what isn't working. **-Earl Warren**

Comments: Common sense. Those who can't, shouldn't waste their time trying.

214. RELAXATION

The workaholic never takes time to smell the roses,
until he's pushing up daisies. **-J Meroney**

215. RELIGION

When leading evangelicals say terrible things about Islam, evil things about Islam,
terrible things about Muhammad, they ought to be ashamed of themselves. **-Tony Campolo**

Comments: Truth is not evil, terrible, nor are facts. Exaggerated phobias and generalizations applied to all Muslims
are.

216. RELIGION

Aim at heaven and you will get earth thrown in.
Aim at earth and you get neither. **-C.S. Lewis**

This is pure and undefiled religion in the sight of our God and Father, to visit orphans and widows in their distress
and to keep oneself unstained by the world.

217. RELIGIOUS NUTS?

AIDS is not just God's punishment for homosexuals;
it is God's punishment for the society that tolerates homosexuals. **-Jerry Falwell**

Comments: There's no way to know if this was ever true. This COULD be an interpretation of 'received the just penalty within themselves' (Rom. 1:24, 27), but we will only know for certain on the other side. God doesn't seemingly so clearly or directly intervene as much today as He did in Old Testament days, likely because He will be fully vindicated in executing the Tribulation, having withheld judgment through His severe patience for so long (II Pet. 3:1-13). There certainly are consequences for sin, but those who received AIDS by blood transfusions (Ex.: Ryan White) are completely innocent; drug users more so than homosexuals, but, again, direct judgments don't seem to be the norm now days! Also, God has put in place laws of nature, where certain outcomes are simply natural to unnatural behaviors (Ex.: placing of body parts in unnatural places).

218. RELIGIOUS NUTS?

If you're not a born-again Christian, you're a failure as a human being. **-Jerry Falwell**

Comments: How foolish to reprove a lost person for being lost, when that's their only spiritual nature. Christ did not come to condemn, but to save, and we should follow His example.

219. RESENTMENT

Those who are free of resentful thoughts surely find peace. **-Buddah**

220. RETIREMENT

Enjoy your 'golden years,' but never cease being active, or thinking,
for then you truly are "old." **-J Meroney**

221. REVENGE

A man that studieth revenge keeps his own wounds green. **-Francis Bacon**

In taking revenge, a man is but even with his enemy;
but in passing it over, he is superior. **-Francis Bacon**

222. RICH VS. POOR

Anarchy may await America,
due to the daily injustices suffered by the people. **-Louis Farrakhan**

Comments: Similar anticipated outcome as Peter Fonda recently predicted.

223. RICHES

If your only goal is to become rich, you will never achieve it. **-John D. Rockefeller**

If a man is proud of his wealth,
he should not be praised until it is known how he employs it. **-Socrates**

224. RICHES

There is nothing wrong with men possessing riches.
The wrong comes when riches possess men. –**Billy Graham**

225. RICHES

There's no reason to be the richest man in the cemetery.
You can't do any business from there. –**Colonel Sanders**

226. RICHES

It is hard to interest those who have everything in those who have nothing. –**Helen Keller**

227. SAVINGS

It is thrifty to prepare today for the wants of tomorrow. –**Aesop**

228. SECULARISM

Praising the Lord and passing the ammunition are mutually exclusive ideas. –**Phil Donahue**

Comments: Untrue. God can use instrumentalities, and if He never did, humans could not be led by Him (and we'd either have divine interventions end wars, or zero use for prayer by our military).

229. SELF-CONFIDENCE

With realization of one's own potential and self-confidence in one's ability,
one can build a better world. –**Dalai Lama**

230. SELF-CONTROL

One must not make oneself cheap here—that is a cardinal point—or else one is done. Whoever is most impertinent
has the best chance. –**Wolfgang Amadeus Mozart**

231. SELF-DELUSION

I believe today that my conduct is in accordance with the will of the Almighty Creator.
–**Adolf Hitler**

Comments: Proof both that men can be deceived, and that their self-delusions can be very dangerous.

232. SELF-DISCIPLINE

When you are tough on yourself, life is going to be infinitely easier on you. –**Zig Ziglar**

233. SELF-INTEREST

A man will fight harder for his interests than for his rights. –**Napoleon Bonaparte**

Comments: We're more motivated by desire than moral principle.

234. SERVANT LEADER

I have found no greater satisfaction than achieving success through honest dealing
and strict adherence to the view that, for you to gain, those you deal with should gain as well.

-Alan Greenspan

235. SERVICE

Experience praises the most happy the one who made the most people happy. **-Karl Marx**

Time and money spent in helping men to do more for themselves
is far better than mere giving. **-Henry Ford**

236. SERVICE & HUMILITY

The thing that lies at the foundation of positive change,
the way I see it, is service to a fellow human being. **-Lee Iacocca**

237. SEXES

Men and women are not the same.
That's not to say they're not entitled to equal rights, but they are not the same.
-Mark Davis

Comments: Duh 101.

238. SOCIAL CHANGE/ACTION

I think there's a lot of merit in an international economy and global markets,
but they're not sufficient because markets don't look after social needs. **-George Soros**

I am only one, but still I am one.
I cannot do everything, but still I can do something;
and because I cannot do everything, I will not refuse to do something that I can do.
-Helen Keller

In some cases non-violence requires more militancy than violence. **-Cesar Chavez**

239. SOLUTIONS

You don't change minds in Washington with sweet reason.
You do it to the white light of public opinion. **-Steve Forbes**

Comments: With their Grand Canyon partisan divide, they don't even seem to heed OUR opinions anymore.
Something stronger is needed, and soon.

240. SOLUTIONS

Those that won't be counseled can't be helped. **-Ben Franklin**

241. SOLUTIONS

Most people spend more time and energy going around problems
than in trying to solve them. **-Henry Ford**
You're either part of the solution or you're part of the problem. **-Eldridge Cleaver**

242. SOLUTIONS

I feel very strongly that you can't just beat people up anymore;

you have to work hand in hand and find ways to compromise,
and get big business involved, because it won't happen otherwise. –**Ted Danson**

It is time for us to turn to each other, not on each other. –**Jesse Jackson**

243. SOLUTIONS

Don't find fault, find a remedy. –**Henry Ford**

When I hear something going wrong, I insist on it being put right. –**Rupert Murdoch**

Comments: Tell the truth, do the right thing and solve problems. Would those ever work as successful political campaign slogans? It's only common sense.

244. SPEECH

The tongue like a sharp knife... Kills without drawing blood. –**Buddah**

Comments: Just like James 3 says—a fire, set aflame by hell.

245. SPIRITUALITY

"If your heart takes more pleasure in reading novels, or watching TV, or going to the movies, or talking to friends rather than just sitting alone with God and embracing Him, sharing His cares and His burdens, weeping and rejoicing with Him, then how are you going to handle forever and ever in His presence...?"

You'd be bored to tears in heaven, if you're not ecstatic about God now! " –**Keith Green**

Comments: Telling it like it is. **See also:** Song for my parents, Asleep in the light and To obey is better than sacrifice (songs by Keith Green) and I can only imagine, by MercyMe, and our other web site: WillYouLiveForever.org, download **page 30**

246. STOCK MARKET

I buy when other people are selling. –**J. Paul Getty**

The way to make money is to buy when blood is running in the streets.

–**John D. Rockefeller**

Only buy something that you'd be perfectly happy to hold if the market shut down for 10 years. –**Warren Buffett**

247. SUCCESS

Everything begins with an idea. –**Earl Nightingale**

Before everything else, getting ready is the secret of success. –**Henry Ford**

We must not measure greatness from the mansion down,
but from the manger up. –**Jesse Jackson**

People with goals succeed because they know where they're going. –**Earl Nightingale**

I've never run into a guy who could win at the top level in anything today
and didn't have the right attitude, didn't give it everything he had,
at least while he was doing it;

wasn't prepared and didn't have the whole program worked out. –**Ted Turner**

Decide that you want it more than you are afraid of it. –**Bill Cosby**

I've always believed that if you put in the work, the results will come. –**Michael Jordan**

Apply yourself. Get all the education you can, but then, by God, do something.

Don't just stand there, make it happen. –**Lee Iacocca**

If you want to succeed you should strike out on new paths,
rather than travel the worn paths of accepted success. –**John D. Rockefeller**

Executive ability is deciding quickly
and getting somebody else to do the work. –**Earl Nightingale**

Everything in the world we want to do or get done,
we must do with and through people. –**Earl Nightingale**

Any supervisor worth his salt would rather deal with people
who attempt too much than with those who try too little. –**Lee Iacocca**

Comments: Can you, or I, improve on what these success stories have taught here? (I think not).

248. SUCCESS

The three great essentials to achieve anything worthwhile are:
hard work, stick-to-itiveness, and common sense. –**Thomas A. Edison**

"The secret of my success? It is simple. It is found in the Bible,
"In all thy ways acknowledge Him and He shall direct thy paths"

–**George Washington Carver**

Comments: Amen, if you include working SMART first—no need to work hard following a stupid plan.

249. SUICIDE

Suicide is a permanent solution to a temporary problem. –**Phil Donahue**

Comments: EVERY teenager needs to know this! Relationship problems, competition for grades, popularity, bullies, family pressure, not sure of your direction in life, zits—NONE of these compare to eternity no longer alive here on earth (*especially* if you don't know Christ)!

250. TALK RADIO

But in the right-wing media, they do have a right-wing bias. And they also have an agenda.

So their agenda is: we're an adjunct of the Republican Party,
and we're going push that agenda every day, and, as you say,
brand these stories that help further the right-wing cause. –**Al Franken**

I have long felt that it is readers and viewers of conservative media
who could benefit from a more balanced discussion of what is at stake in our policy
and the actions of our government. –**Joe Wilson**

251. TALL PEOPLE

I guess people think the taller you are the more dominant you have to be. –**Shaquille O'Neal**

Comments: Exception, 'big teddy bears.'

252. TAXES

Whatever you tax, you get less of. –**Alan Greenspan**
No nation ever taxed itself into prosperity. –**Rush Limbaugh**

253. TEACHERS

In a completely rational society, the best of us would be teachers and the rest of us would have to settle for something else. **–Lee Iacocca**

Comments: If “the best” means the most intelligent, that skill is needed in places other than just teaching (i.e., business, science, research). Plus, teachers do not HAVE to know a lot more than just what curricula teaches or the next class period is about, though they should and usually do know a lot more. His point is well-taken, however. Teachers are the backbone of our society’s movement forward, as they intellectually raise the next generations.

254. TECHNOLOGY

If it keeps up, man will atrophy all his limbs but the push-button finger.
–Frank Lloyd Wright

The computer can't tell you the emotional story. It can give you the exact mathematical design, but what's missing is the eyebrows. **–Frank Zappa**

255. TERRORISM

God continues to lift the curtain and allow the enemies of America to give us probably what we deserve. **–Jerry Falwell**

Comments: None other than Billy Graham has said that America is ripe for judgment. I just don’t believe the Islamic extremist terrorists are His instruments.

256. TERRORISM

If the terrorists have the sympathy of people, it's much harder to find them. So we need people on our side, and that leads us to be responsible leaders of the world, show some concern with the problems. **–George Soros**

257. THINKING

There is no expedient to which a man will not go to avoid the labor of thinking. **–Thomas A. Edison**

258. THINKING

All intelligent thoughts have already been thought; what is necessary is only to try to think them again. **–Johann Wolfgang von Goethe**

Comments: Untrue, and not what Ecc. 1:9 means.

259. TIME

Time is neutral and does not change things. With courage and initiative, leaders change things. **–Jesse Jackson**

260. TORT REFORM

A successful lawsuit is the one worn by a policeman. **–Robert Frost**

261. TRIALS/PROBLEMS

You may not realize it when it happens, but a kick in the teeth may be the best thing in the world for you. **–Walt Disney**

Comments: True, but often only believed if experienced.

262. TRIALS/PROBLEMS

Nothing is particularly hard if you divide it into small jobs. **–Henry Ford**

263. TRICKS

Now that I have called you on your false accusation,
you are using additional smear tactics. **–George Soros**

Comments: I love people who don't put up with abusive "tricks," calls people on them and have quick come backs to put them in their rightful place. The Apostle Paul did this to the Apostle Peter in Galatians chapter 2—because it was necessary—not "un-loving."

264. TRICKS & GRIDLOCK

Can any of you seriously say the Bill of Rights could get through Congress today?
It wouldn't even get out of committee. **–F. Lee Bailey**

Comments: 100% Amen and one of THE largest problems in D.C.

265. TRANSPARENCY

If it's going to come out eventually, better have it come out immediately. **–Henry A. Kissinger**

Comments: True, lest you look like you were hiding it from people's knowledge, though you don't lead with it or overemphasize the negatives. You're trying to sell yourself, and honesty that emphasizes reasons not to vote for you is not selling—it's stupid.

266. TRUE SELF

We all have a social mask, right? We put it on, we go out, put our best foot forward,
our best image. But behind that social mask is a personal truth,
what we really, really believe about who we are and what we're capable of. **–Phil McGraw**

267. TRUTH

Truth is like the sun. You can shut it out for a time, but it ain't goin' away. **–Elvis Presley**
Don't be "consistent" but be simple true. **–Oliver Wendell Holmes**

268. TRUTH

The truth is more important than the facts. **–Frank Lloyd Wright**

Comments: Amen to my great architectural hero. Facts are often numerical statistics. Truth is constant principles about life, and how to properly live and understand it. What percentage of Americans believe in god and respect the Bible is a fact—at a given time—the fact that God is and the Bible is eternal truth never varies with changes in people or society.

269. VACATIONS

I'm constantly amazed by the number of people who can't seem to control their schedules.
...I've had many executives come to me and say with pride,

'Boy, last year I worked so hard that I didn't take a vacation.'
It's actually nothing to be proud of. I always feel like responding,
'You dummy--You mean to tell me that you can take responsibility for an \$80 million project,
and you can't plan two weeks out of the year to go with your family and have fun?'
-Lee Iococca (Autobiography)

270. VICE PRESIDENT

In terms of asking questions, I plead guilty. -**Dick Cheney**
I ask a hell of a lot of questions. That's my job. -**Dick Cheney**

271. VISION

It is a terrible thing to see and have no vision. -**Helen Keller**

272. VOTERS

We are not educated well enough to perform the necessary act
of intelligently selecting our leaders. -**Walter Cronkite**

Comments: True of MANY Americans, not so much who lack intelligence, but interest and time to know the candidates and issues sufficiently (as we're quite busy and politicians have given us enough reasons to be skeptical, disinterested or to otherwise 'check out' on the subject!). Unfortunately, the law allows the most mind-numb to cast one vote each election. Fortunately there's only one, and some don't ever use their privilege.

273. WAR

In war, whichever side may call itself the victor,
there are no winners, but all are losers. -**Neville Chamberlain**

Comments: Technically, there are often winners, though great losses are incurred in that process of winning. Point taken. War is obviously not a "good" thing anyone should encourage--only a necessary evil, at times, the undertaking of which is not always morally evil (Ecc. 3:8)

274. WAR

We should seek by all means in our power to avoid war,
by analyzing possible causes, by trying to remove them,
by discussion in a spirit of collaboration and good will. -**Neville Chamberlain**

Comments: True, but as I said above, sometimes their need is unavoidable (as this 'appeaser' seemed not to have learned).

275. WAR

War has been good to me from a financial standpoint
but I don't want to make money that way. I don't want blood money. -**Ted Turner**

Comments: Great attitude! At the same time, if you're morally consistent, some of those war profits should have been donated to charity, or better, war victims on our side. You can't criticize getting money from war, then take it all in and benefit from that which supposedly offends you--if you're consistent.

276. WEARINESS

Though youths grow weary and tired, And vigorous young men stumble badly,
Yet those who wait for the LORD Will gain new strength;
They will mount up with wings like eagles, They will run and not get tired,
They will walk and not become weary. **–The Bible**

277. WEALTH RE-DISTRIBUTION

Obama is a leveler. He has come to narrow the divide between rich and poor.
For him the ultimate social value is fairness.

Imposing it upon the American social order is his mission. **–Charles Krauthammer**

Comments: I 100% disagree with leveling—all people being paid the same. I do, however, believe the poor should be helped and that the very rich do not need as much as they have (and hurt society in so doing if they are not large, “generous” givers back (I Tim. 6:18), and that higher taxes on them—after all other cost-cutting measures have been undertaken) could be a necessary need.

278. WISDOM

A prudent question is one-half of wisdom. **–Francis Bacon**

Wisdom is always an overmatch for strength. **–Phil Jackson**

279. WOMEN

Women must try to do things as men have tried.

When they fail their failure must be but a challenge to others. **–Amelia Earhart**

Comments: True, so long as “others” means other women.

280. WORRY

I never worry about action, but only inaction. **–Winston Churchill**

281. WRITING

Writing, to me, is simply thinking through my fingers. **–Isaac Asimov**

HEROES OF THE WORLD

Charisma is charm (people skills) and energy (enthusiasm).

Who are your heroes, and why? Sure, they may be famous and rich, but I suspect for most of us the answer to this question is that they achieved something important and valuable, and did it in an ethical, respectable way. Wouldn't it be great if you could learn the "secrets" they knew, or, more importantly, if they could educate and inspire your children on the values they displayed in achieving the feats they did. We will not all agree on our top 100 favorites, but, being your normal American, I have my list, and I hope it closely mirrors yours. The list of "runners up" consists of heroes as well as people who had a great influence on history, good or bad) whose thoughts I encourage you to review at BrainyQuote.com.

Showing my personal biases and interests, these are my top 32:

Put Good In, Get Good Out (vs. 'garbage in, garbage out')...

1. Stephen F. Austin
2. The Beatles
3. Santiago Calatrava
4. Jesus Christ
5. Bill Cosby
6. Jacques Yves Cousteau
7. Thomas A. Edison
8. Henry Ford
9. Benjamin Franklin
10. Robert Frost
11. Billy Graham
12. Keith Green
13. Alfred Hitchcock
14. Sam Houston
15. Howard Hughes
16. Thomas Jefferson
17. Philip Johnson
18. Michael Jordan
19. Helen Keller
20. John F. Kennedy
21. Le Corbusier
22. Martin Luther King, Jr.
23. Ray Krok
24. Rush Limbaugh
25. Abraham Lincoln
26. Martin Luther
27. Dale L. Moody
28. Apostle Paul
29. Ronald Reagan
30. Charles Spurgeon
31. Sam Walton
32. George Washington
33. Frank Lloyd Wright

NOTABLE PERSONALITIES

Aesop. Aristotle. Johannes Sebastian Bach. Ludwig van Beethoven. Alexander Graham Bell. Ben Bernanke. Napoleon Bonaparte. James Butler Bonham. Daniel Boone. Jim Bowie. Tom Brokaw. William F. Buckley. Warren Buffett. Julius Caesar. John Calvin. George Washington Carver. Charlemagne. Winston Churchill. Bill Clinton. Christopher Columbus. Bill Clinton. Confucius. Davy Crockett. Walter Cronkite. Charles Darwin. Leonardo da Vinci. King David. Princess Diana. Amelia Earhart. Albert Einstein. Norman Foster. Anne Frank. Sigmund Freud. Milton Friedman. Kenneth Galbraith. Galileo. Mohandas Gandhi. Bill Gates. Antoni Gaudi. Frank Gehry. J. Paul Getty. Newt Gingrich. John Glenn. Michael Gorbachev. Michael Graves. Alan Greenspan. John Hancock. Steven Hawking. Ernest Hemingway. Lee Iacocca. Steve Jobs. Louis Kahn. Henry Kissinger. Rem Koolhaas. Robert E. Lee. Charles Lindbergh. Vince Lombardi. Douglas MacArthur. Nelson Mandela. Steve Martin. Richard Meier. Michelangelo. Claude Monet. Moses. Wolfgang Amadeus Mozart. Rupert Murdoch. Isaac Newton. Ross Perot. Apostle Peter. Renzo Piano. Pablo Picasso. Plato. Edgar Allen Poe. Elvis Presley. Rembrandt. Paul Revere. John D. Rockefeller. Norman Rockwell. Nathan Rothschild. Carl Sagan. Charles Schultz. William Shakespeare. Socrates. King Solomon. Steven Spielberg. Roger Staubach. Robert A.M. Stern. Mother Theresa. William B. Travis. Desmond Tutu. Mark Twain. Mies Van der Rohe. John Walsh. Booker T. Washington. Daniel Webster. Jack Welch. Stevie Wonder. Bob Woodward.

My apologies to the many worthy others I didn't include.

AMERICAN MORALS & VALUES

(Common Sensibilities: The Morality of Common Sense)

A. Good Actions (& Attitudes)

Accomplishment

Amount to something

Beauty

Cute as a bug, cute as a button, drop dead (gorgeous), eye candy

Charm

A way with ladies, a winning smile

Commitment

Go for it, go for the gold, going for broke

Conscience

Moral compass

Contentment

Happy camper

Control

Call the shots, captain of your own destiny, in control of your own destiny, in the driver's seat, you're in the driver's seat

Convenience

Creature comforts, easy money, easy street, fell into my lap

Diversity

Don't put all your eggs in one basket

Eloquence

Silver-tongued, speaks with a silver tongue

Excellence

Exceed expectations, go the extra mile

Fairness

Apples and oranges comparisons, checks and balances, even-handed, fair and impartial, fair and square, level playing field, strike a happy medium

Freedom

Free as a bird, free as the breeze, it's a free country

Good intentions

Heart of gold

Hard work

Gave it 110 percent, give it the old college try, self-made man, to the best of your ability, worked his butt off

Honesty

Above board, as honest as the day is long, he's the real deal, honest as the day is long, honesty is its own reward, honesty is the best policy

Hope

Hope and change, hope springs eternal in the human breast, light at the end of the tunnel

Humanity

Common touch, humanitarian

Humility

Both feet on the ground, don't forget where you came from, don't let it go to your head, keep both feet on the ground, never forget where you came from

Hypocrisy

Practice what you preach, walk the talk

Integrity

Good sportsmanship, stand-up guy, take the high road

Intelligence

A quick study, two heads are better than one, use your head

Justice

Color blind, let the punishment fit the crime

Money

All the way to the bank, cha ching

Newness

Brand-spanking new

Opportunity

Fast track, making money hand over fist, the sky's the limit

Optimism

Let the good times roll, made the best of a bad situation, silver lining, when life gives you lemons, make lemonade

Options/Variety

Smorgasbord

Patriotism

Country first, Old glory, rally round the flag, stars and stripes forever

Reason

Method to one's madness

Rescue/'Salvation'

Caped crusader (Ex.: 'super heroes, 'knight in shining armor, silver bullet

Resilience

Water off a duck's back

Riches

Deep pockets, live the high life, living high on the hog, pot of gold, well-disposed, well-to-do, well-heeled

Safety/Security

Golden parachute, parachute/Safety net, safety net

Simplicity

User-friendly

Sincerity

Real McCoy, the real article

Skills

The right stuff

Strength

Took it like a champ, took it on the chin

Success

Batting 1000, blockbuster hit, bumper crop, Cinderella story, come up in the world, dream come true, from rags to riches, happy ending, it the big times/leagues, in high cotton, in hog heaven, move up the ladder of success, selling like hotcakes

Transparency

Warts and all

Trouble-Free

Went off without a hitch

Truth

Tried and true, true colors (Ex.: Cindy Lauper)

Value

Bang for the buck, best of both worlds, get your money's worth, no-brainer, stretch your dollar

Well-intentioned

Best interest at heart

Winning

A lay down hand

Youth

Fountain of youth

B. Bad Actions (& Attitudes)

Anger

Flew off the handle, hot and bothered, hot under the collar, quick fuse

Bad deal/Fraud

Car is a lemon (Ex.: Lemon laws)

Bad Ideas

Hare-brained idea

Bad Pay

Chicken feed

Bad Quality

Cut corners (Ex.: Houses built cheaper today)

Boredom

Bored stiff, bored to death, bump on a log, dull as a dishwater

Chaos/No Thinking

No rhyme nor reason

Cheap/Tacky

Nickled and dimed me, tightwad

Cheating

Indian giver

Cursing/Cussing

Curse like a drunken sailor

Debt

Awash in red ink, saddled with debt

Deception

Led down the primrose path, pull the wool over the eyes

Dictator/Autocrat/Bossy

Cracks the whip

Disloyal

Back stabber

Disorganized

All over the map

Expensive (i.e., Excessively)

Break the bank, costs a pretty penny, costs an arm and a leg, pay the earth for something

Failure

Drilled a dry hole, went belly up

Fighting

All-out war

Fraud

Cooked the books (Ex.: Arthur Anderson)

Greed

Fleeing people, gold-digger, lining his pockets

Hypocrisy

Do as I say, not as I do

Ignorance

A little knowledge is a dangerous thing, dumb cluck, dumber than a box of rocks, left out in the cold, space cadet

Injustice

Miscarriage of justice

Insincerity

Crocodile tears (Ex.: Jimmy Swaggart, 'I have sinned'), false modesty, phony as a three dollar bill

Insults/Taunts

Bad-mouthed him, mud-slinging

Injustice

Travesty of justice

Laziness

Couch potato

Low Quality

Jury rigged, kangaroo court, local yokel

Lying

Bald faced lie, lying through your teeth, speaks with a forked tongue, two-faced, wolf, wolf

Obesity/Fat

Battle of the bulge, Dunlop's disease, he has more chins than a Chinese phone book, love handles

Out of Control Drinking

Drunk and disorderly, drunk as a skunk (Ex.: M.A.D.D.)

Perspective Loss/Exaggeration

Blown out of proportion

Pointless/Meaningless

Spinning his wheels, time-wasters, wasting your breath

Poor/Poverty/Broke

Bounced check, dirt poor, in the poor house, poor as a church mouse

Poor Speech/Lack of Eloquence

Hoof in mouth disease

Pride

Goodie two shoes, holier-than-thou attitude

Privacy Violation

Airing your dirty laundry in public

Procrastination

Foot dragging

Selfishness

Road hog

Talkaholic/Verbosity

Chatty Kathy, couldn't get a word in edge wise, flap one's gums

Theft

Ripped him off

Trouble/Problems

Threw a monkey wrench into it

Ugliness

A face only a mother could love

Unfairness

Below the belt, ganging up on someone, hit below the belt, low blow

Unfaithfulness

Fair weathered friend

Waste

Spend money like water, pour money down the drain

Weakness

A doormat, glass jaw, hen-pecked, mamby pamby, meek as milquetoast, yellow, yellow-bellied

Yelling

Bawled him out, chew someone out

COMPARABLE BIBLE ETHICS

Accountability. Expose sins (Eph. 5:11)
Action. (Jas. 2:14-22)
Anxiety. (Phil. 4:6; Mt. 6:25-32)
Business Idolatry. (Jas. 4:13-15)
Cowards vs. Courage. Rev. 21:8
Deception. (I Tim. 2:13-14)
Delusion. (Jas. 1:22)
Efficiency. Make the most of your time—(Eph. 5:16)
Envy/Jealousy. (Tit. 3:3-5)
Forgive. (Mt. 18:22)
Freedom vs. License. (Gal. 5:13)
Giving. Rich give back—(I Tim. 6:17-19)
Good to Animals. (Pv. 12:10)
Greed. (Lk. 12:15)
Hypocrisy. (I Pet. 2:1; I Pet. 4:1-2)
Jealousy. (II Cor. 12:20; Gal. 5:20)
Justice. (Mic. 6:8)
Lazy. Won't work, shouldn't eat—(II Th. 3:10)
Listening. (Jas. 3:6)
Love. (I Cor. 13:4-8a)
Lying vs. Truth. (Eph. 4:15, 25; Rev. 21:8)
Naïve/Ignorance. (Pv. 14:15, 18)
No One's Perfect. (Heb. 5:1-2; Phil. 3:12; Rom. 7:15-20)
Not Over-Righteous. (Ecc. 7:16)
Offending. Moral vs. emotional type—(II Cor. 6:3 vs. Mt. 13:57, 15:12)
Outward Appearances. (I Sam. 16:7)
Peace. Be at peace with whom you can (Rom. 12:18)
Personal & Collective Responsibility. (Gal. 6:2-5)
Pride. (Pv. 16:18)
Revenge. (Rom. 12:19)
Riches. (Jas. 1:10; I Tim. 6:10; Lk. 6:24-25)
Selfishness. (Jas. 3:14-16)
Speech. (Jas. 3:6)
Success. (Josh. 1:8)
Taxes. (Rom. 13:7)
Voluntary vs. Compulsory. (Phil. 1:14; I Pet. 5:2)
War. (Ecc. 3:8)
Work Hard. (Col. 3:23-24; I Tim. 5:8)

MORAL MUSINGS

Maybe we ought to stop trying to out-smart the truth and let it have its day.

–**The Dark Knight**

Don't follow peer pressure, but inner conviction. –**O.S. Hawkins**

The power of man has grown in every sphere, except over himself.

–**Winston Churchill**

Folk talk about morality like it's black and white. –**Low Winter Sun** (TV show)

Live like we're dying. –**Kris Allen**

Common courtesy. –**Frost Bank**

The superior man understands what is right;
the inferior man understands what will sell. –**Confucius**

Our lives begin to end the day we become silent about things that matter.

–**Martin Luther King, Jr.**

CHANGE

To educate a man in mind and not in morals
is to educate a menace to society. –**Theodore Roosevelt**

Your life and mine should be valued not by what we take, but by what we give.

–**Edgar Allen**

Life should be equal parts responsibility and fun. –**Acura ad**

DISTINCTIONS

Don't mistake...

All harshness with sin.

All negativity with sin.

All positivity with righteousness.

Constructive with destructive criticism.

Correction with insulting.

Hard work with workaholism.

Hating sin with hating the sinner.

Judging morals with judging people.

Love with luv.

Patience with laziness or inaction.

Prayer with lack of action.

Reproof with sin.

And don't confuse...

Compassion for weakness. –**Pope Francis**

Confidence for arrogance.

Lack of experience for lack of ability.

Making the most of your time for worry or anxiety.

FAITH

Trust God 100%--most people, not nearly that much. Observe their deeds more than hearing their words, and monitor their truthfulness track record. Verify all things that are important to you.

FORCED OR VOLUNTARY?

Although force should be kept to a minimum, force is not always evil. If my infant ran out into the freeway, she would have no choice about not staying there to play. Also, some people don't change some things until they are forced to.

GOOD & BAD ACTIONS

Some acts ought never be done (murder).

Some acts ought always be done (kindness).

Some acts are worse than others (murder vs. stealing).

Some acts become bad with over-use (comical cultural insults).

Some acts are merely different ways of expression, and are a-moral. (taking shoes off when entering a home)

Good and bad are not often so hard to define or describe. We try to muddy the waters, but moral issues are usually pretty clear.

Good intentions without accurate action are worth little.

Sin comes in the form of deeds, words, thoughts and attitudes, desires, intentions and motives.

HELPING THE POOR

Should a Christian give to the poor in secret and not know even the amount, or let their light shine publicly when they give? (Mt. 5:16, 6:1-4). They are not to give with the intention of publicly tooting their own horn that they are givers, to receive man's praise. Most Christian good works are to be done so that men will see them and give God the glory, but specific to "alms" for the poor, they are to be done in secret, so that God alone will see. However, the rich are to give back generously, and others were told to give to the poor so they'd be rewarded in heaven, so it appears that one can legitimately give to the poor publicly or privately, but never in a way or especially for the motive of having men praise you for that deed.

HYPOCRISY & HONESTY

It is not hypocrisy to be imperfect—unless you claimed that you were perfect. We are all imperfect and have (moral) weaknesses.

You can be right—morally or intellectually—and know it, and not be proud about that. The only other alternatives would be to have to be arrogant about being accurate, or having to be inaccurate in order to remain humble. Of course, some people do get the big head with their being right.

IMAGE IS EVERYTHING?

Substance is more important than symbolism, though packaging does have its proper and valuable place.

INTENTIONS & IMPLEMENTATIONS

- ▶ There can be a difference between the spirit (intent) of the law and the letter of the law. Sometimes authorities wrongly apply the law in ways it was not intended.
- ▶ Avoiding even the appearance of impropriety does not mean we have to become goody-two shoed, as God also commands us to not be over-righteous. (Ecc. 7:16-17)
- ▶ Intentional evil is more culpable than accidental, it being done in ignorance or from the force of uninformed habits. Even the law distinguishes between acts done in the heat of passion vs. calculated and premeditated.

KNOW-HOW, KNOW WHO & KNOW WHAT

Book knowledge (knowing what) can be significantly different from street knowledge (hustle, and/or knowing how).

LEGISLATING MORALITY

Morals (and/or experience-derived common sense) are behind most of our laws (except the occasional *bad* law), and most U.S. civil laws are moral, with few-to-none being immoral. Are citizens obligated to obey bad law? Legally, yes; morally, no—it's called conscientious objection or civil disobedience.

Some sins are outlawed (Ex.: murder) and some are allowed (Ex.: adultery), but nothing government can decree can ever make something immoral moral, even if a majority believe it to be moral.

When does morality become law? When it becomes the will of the people, and the politicians allow the people's will to be heard. Morals become laws when enough citizens want them to, or especially won't tolerate certain behavior in society, and generate enough backlash to evoke the legislature's attention ("critical mass"). Ultimately, one could say, the people decide whether and when a moral issue is worthy of government intervention in the form of rule of law changes, subject, of course, to the existing law's parameters (or overturning precedent). The Constitution is the ultimate authority in America, and it cannot be changed except by amendment.

MAN: GOOD OR BAD?

I know in my heart that man is good.
That what is right will always eventually triumph.
And there's purpose and worth to each and every life. **—Ronald Reagan**

We often speak of people being a "good person" or a "good man." By God's definition, a human is only good if they are morally perfect. Jesus alone was, but His humility led Him to deflect that status only to God (Mt. 19:16-17). So *only* among men can we speak in such terms—not before God. In that light, humans are both good and bad. We all do some things morally well, and others the opposite. Some of us struggle to even do one thing morally well (as with the difference between Mother Theresa and Hitler). Because people have remnants of the image of God, with conscience they can (and do) make morally good choices, even if they do not know God. However, credit for such deeds never amounts to worthiness to enter heaven based upon them. Man's spiritual nature is still fallen, so even our externally "good" deeds are borne in

People also seem to have a natural tendency to be ego-centric (i.e., viewing their own experience of life as normal if not central, often as validated by their socio-eco peers' lifestyles), which wrongly gets projected onto all others as normative sometimes.

MORAL ABSOLUTES

You can have morals without religion, but you can't have religion without morals. The standard will often be much less, but even thieves look down on child molesters.

If rules were made to be broken, there is no reason to ever make them. Rules often have exceptions, but an exception does not a rule make.

If there are no moral absolutes, that rule is a moral absolute, which violates its own premise, thus proving it to be wrong. And if someone claims there are none, punch them in the nose—hard—and then ask them why they are so upset with you. Requiring everyone to agree on what those absolutes are is not required for them to, nevertheless, be absolutes. There seems to always be people who find pleasure disagreeing in order to preserve their independence or uniqueness. We are not going to agree on everything, and on that we should all be able to agree.

MORAL PRINCIPLES

Some sins are legal, some are not. Example: Cussing is legal, but stealing is not.

The 'N word' is about as close to a socio-moral law with the effect of actual/civil law. Example: If you don't believe me, ask Paula Dean.

Morality is sometimes just a difference in intensity. Example: The difference between a loving pat on the shoulder and a physical assault is the intention and intensity with which the action is given.

Motives can be a moral matter. Example: One can hide their eyes from the sun, using sunglasses, or do the same act to hide their identity from investigating authorities.

If you have a track record of lying or being unfaithful, you cannot expect others to trust you as much.

MORALS IN CAREERS

We all know that people look down on such “jobs” as prostitution, pimping, being a drug lord, terrorist or Mafia hit man. But there are also some mainstream professions that also have a bad name. They say there’s a bad apple in every bunch, but certain professions lend themselves to more public disdain than others (Ex.: used car salesmen, car repair men, lawyers and politicians). It would behoove those in these professions to especially go out of their way to change the perceptions so many of their peers have rightly earned.

MORALS IN SOCIETY

For the next twelve hours all crimes are legal. **–The Purge** (movie)
[Conscience still would say some things are wrong. People would loot, but not so many would murder].

The existence of evil and evidence and effects of sin are obvious in society, if you ever care to consider it. We see it every day on the news, for one thing. Some seek to deny sin’s existence, or that there are any real moral standards in life (i.e., it’s all up to what you choose for yourself–your ‘own truth’) but belief that there are no innate rules (or codes of conduct in society) is simply to deny reality. In a free society, we do not live in fear with a rules-consciousness, but as you can see from the following examples, continuing to say there are no rules only makes a person lose credibility and look foolish.

Rules Venues:

Business: No shirt no shoes no service.

Church: ‘Sunday best’ clothes; no smoking in church.

Ecology: ‘Don’t mess with Texas’ campaign (in the 70’s, we used to throw minor trash from our car).

Fashion: Height of white sports sox (& not with dress shoes); no plaids with polka dots.

HOA’s: Over-grown weeds, paint peeling, etc.

Idioms: Quit while you’re ahead/on top of your game; never let them see you sweat.

Manners: Don’t toot in public; thank you cards (on the decline); no elbows on the kitchen table; open doors for women, etc.

Personal: Toilet paper under or over.

PC: Don’t call anyone a ‘retard’ or ever use the ‘N word.’

School: Hair style length and dress codes.

Sports: Steroids in sports; rules on cheating and what constitutes a foul.

TV censorship: Nudity and cussing on TV.

TV news: Ex.: Too tacky for Texas? (a news article on inappropriate vanity plates).

Social Law (i.e., legal, but unacceptable to people): Ex.: male ear rings, or guys wearing pink (in the past). Saying ‘that’s gay.’ A 53 year old dating a 19 year old, or a teacher dating and marrying a student. How’s my driving? (bumper sticker). Baby onboard. ‘Don’t mess with Texas.’ Picking boogers in public. Dear Abbey (of old). Random acts of kindness. Congress prohibiting TV commercials being blared out at a volume different from TV shows.

Public Morals Discussion Venues: TV, radio, work water coolers, social media (Ex.: public breast feeding rules). NOT church much, if at all (except black churches). Ex.: Today’s professionals (on TV Shows), Dr. Phil, The Mari show, Jerry Springer, The View, Scared Straight, Jail, DEA, COPS, America’s Most Wanted, First 58, Court TV, Judge Judy, The People’s Court, Gangland, Intervention, etc.

In a sense, government doesn't determine what's right or wrong, but documents it (as with what's socially, acceptable for fines or jail time). Some may call this natural law.

PHILOSOPHY OF LIFE

'Work hard, play hard' is a *great* philosophy if it is balanced with helping others (& ministering, if one is a believer). Otherwise, it's only selfishly gaining for self.

PRIORITIES

What did you do on this earth that was of real value or importance? Everyone works to make a living, but as Tom Brokaw said, "it's easy to make a buck, but hard to make a difference." Your job may produce a product or service that positively impacts lives, but it's what a person does in their spare time, and for free, that truly changes the world.

PRIORITIZED BALANCE

No one likes a goody-goody, holier-than-thou person, but we also recognize that one's expression of 'freedom' cannot infringe on others' rights, or the good of society. As with many things, there's a balance to it, and often a prioritized one.

PUBLIC MORALITY

Righteousness exalts a nation, and America was founded on the principal of her leading the nations in what is right and good—both economically and ethically. (Pv. 14:34)

PUBLIC OPINION

Public opinion is not always the best arbiter of right and wrong. At one time in our history, the majority of Americans supported slavery. —**Dr. Robert Jeffress** (*paraphrased*, 2/8/13)

Even non-religious people have some modal code. Ex.: many (if not most) Americans believed Molly Cyrus' 2103 VMA Awards 'twerking' crossed some intrinsic moral line.

The court of public opinion judges by rules. They may be unwritten but they are not non-existent, un-talked about or un-thought about.

Natural laws are the personal codes of conscience we all follow, to some degree (or at least are aware of).

Example: The fact that Bill Gates is a morally better person for donating much of his excess to solve social crises, as opposed to other wealthy who do not, is obvious to any who can still sense or discern a conscience.

RANGE OF ETHICS

It is important, though often neglected, to understand that many moral issues face us with a range of options. This is not to say that there are no moral absolutes, but there often are iterations between morally legitimate alternatives. For example, John the Baptist abstained from drinking while Jesus did not (though He never got drunk, or even tipsy). When confronted with false allegations, Christ sometimes deflected, reproved, turned the issue around, answered the question and also ignored it. In such cases, who's to say which response is the best in that circumstance? Only God, as He individually leads you to your own moral conclusion, by faith.

ROSE-COLORED GLASSES?

Should we be optimists, realists or pessimists? I choose to believe the best attitude is that of an optimistic realist, for such person deals with reality (vs. fantasy), yet with an upbeat spin.

Should someone be normal, unique or weird? Certainly we'd all agree weird is not usually preferable, but many times the line between being unique and weird gets confused. It's OK to be normal, if that standard is morally right, but we also want to avoid group think, as mere sheep. Perhaps there's a proper balance—fitting in while retaining much of our God-given uniqueness.

SELF-EXPRESSION

Being normal is not one of the ten commandments, though being odd, weird, unusual or different is usually not as respected as being unique.

SELFISH VS. SELFLESS?

People need to distinguish between self-interest (morally legitimate), selfishness (sinful) and selflessness (moral, if not done excessively).

SMART OR SAINTLY?

Political Correctness teaches us not to offend, and to always be positive and nice. But does morality teach that same lesson? Jesus was not always 'nice' in the way He expressed the truth, but He was always righteous.

We all know someone who is nice, but dumb, and we probably know someone who is deviously smart. So are we to be smart, or moral? The correct answer is 'both/and,' or 'prioritized balance,' and until we recognize the false dichotomy in such a question, we will always favor one over the other.

There are seemingly four categories of moral and mental healthiness...

1. Smart & Good (i.e., never allowing a smart decision to violate moral principles—the ideal)
2. Dumb & Good (Ex.: the proverbial 'good girl' who is naive/gullible or not so bright).
3. Smart but Evil (Ex.: Mastermind TV show)
4. Dumb & Evil (Ex.: World's Dumbest Criminals TV show)

STANDARDS & DIFFERENCES

Ain't nothin' illegal 'till you get caught. –**Tickle** (Moonshiners TV show)

Every day we see (and speak of) evidence that people know there are moral rules in life. We hear things like something 'crosses the line,' is 'beyond the pale,' 'raised a red flag,' 'rose to the level of' culpability, or was 'inappropriate.'

Cultures sometimes differ on what acts are sinful, and those standards can change, over time. For example, the French sometimes drink at an early age, have long evening dining and their men are often more open to publicly being seen with their mistresses (than in the United States). In many Arab countries, they are opposed to women being educated, though most other civilizations know that educating women is *not* evil.

And on an individual basis, every person has their own standard for moral achievement and behavior. Some in society are only bothered with what they cannot get away with, while most (in America, at least) are law-abiding citizens.

What are some standards people hold in common concerning morality? Examples include:

- Did it work?
- Is it 'appropriate' under these circumstances?
- How do I feel under these circumstances (to thine own self be true)?
- Do no harm standard—'live and let live.'

The right standard should always be, is it true and is it moral?—not perfectionism, but aspiring to a moral ideal.

The force of habit, our comfort zones and social peer pressure often influence our decisions to adhere to these standards, but no matter the case, we all do wrong, and no one is perfect, but we should all strive to be more moral every day.

THOUGHT LIFE

Garbage in, garbage out...

Watch your thoughts, for they become your actions.

Watch your actions, for they become your habits.

Watch your habits, for they become your character.

Watch your character, for it becomes your destiny.

TRUTH-TELLING

Food for Thought: Not all people agree that honesty is the best policy, but God sure does (though tempered with wisdom). You can be fully honest, and still be wise enough to not reveal confidences, personal matters or that which would cause harm if revealed (like top secret information). Is it always wrong to be "brutally

honest” or is it moral to be a kind liar? What about “white lies?” And why is it evil to call someone who lies a “liar,” but not always evil to lie?

WHY BE GOOD?

Telling the truth feels good and it’s what our country was founded on. **–Marty Huggins**

Why be good, when even doing so does not qualify a person for heaven? Does life, or even the Bible give us any incentives not to choose evil?

1. It may lessen your sentence in hell (i.e., judgment and the fear of God).
2. Because you love people, or have a heart (i.e., a ‘people person’).
3. Because of our laws (Ex.: to avoid punishment, fines or jail, because you might get caught; carrot and stick approaches).
4. Out of a sense of justice, or desired reciprocity (Ex.: the Golden Rule).
5. To maintain one’s reputation or role model status (i.e., not incensing others).
6. For peer acceptance (Ex.: self-pride in being liked).
7. To feel good about yourself.
8. Because it’s (intuitively) the right thing (Ex.: keeping a good conscience and peace of mind).
9. Because you are tired of doing evil.

Even the Bible gives certain instructions incentivizing moral behavior:

1. Saving you trouble. (I Cor. 7:28)
2. Saving you disciplining. (II Cor. 1:23)
3. Not to lose, but to have full rewards (for believers; II Jn. 1:8)
4. Constraint coming from your own affections. (II Cor. 6:1)
5. Passing pleasures of sin are only temporary. (Heb. 11:25)
6. God will hold sins accountable. (Jer. 14:10)
7. Evil people always increase their sins. (I Th. 2:16)

Whatever your reasons, for the good of society, choose to do the right (vs. wrong) thing.

PRACTICAL POINTERS

EDUCATION

Test-Taking Lessons:

1. Have the teacher clarify anything confusing (don't assume you understand).
2. Read the questions first.
3. Skim and summarize paragraphs in one to two words.
4. Read the first sentence of a paragraph (if nothing else).
5. Circle key words.
6. Mark through the question number when you have completed it.
7. Make sure you answer in the right circle (on bubble sheets), and dark enough.
8. Eliminate bad answers.
9. Do the harder questions last.
10. Verify all your answers if you have time.
11. Some teachers recommend you chose C (or the middle answer) if you have to guess.
12. Don't cheat—you might get caught and it is immoral, most importantly).

Studying Lessons: Cram boring details in last minute, and find memory devices for remembering important but voluminous material.

Quickly Reading a Book:

1. Read the Chapter topics (Table of Contents).
2. Read the chapter sub-headings.
3. Read the first sentence of each paragraph.
4. Skim any relevant or interesting paragraphs or sentences (Ex.: illustrations), and note them with a mark in the margin.
5. Highlight (or circle) the best materials you read.
6. Note the page numbers and paragraphs noted/marked.
7. Re-read your noted paragraphs.
8. Xerox or otherwise record (i.e., type in, write, etc.) the best of that re-review.

PEOPLE SKILLS

People Skills: Smile, show interest in their interest, remember and use their name, shake hand, not in your face or aloof distance from them, get them talking/ask questions, be friendly, sincere, helpful, open and polite, etc.

Face and Emotion: <image007.jpg>, <kk107.k12.sd.us>

Body Language: <bodylanguage.png>, <buildwithfred.com>

Lying Indicators: <http://answers.google.com/answers/threadview/id/39588.html>; Ex.: Won't look you in the eye, look down or away, nervous, short, choppy answers, sweating (when it's not hot), non-normal speech speed or slowness, etc.

People like: To be complemented (not criticized), entertained, relax, have fun, sex, get free gifts, get paid well, see beautiful faces, laugh, hear music, have dreams, baby animals, technology.

People don't like: To be spit upon, having their personal space invaded, have their arm talked off, be nagged, be yelled at or cussed out. Some like hard work and exercise. Few like public speaking and meeting strangers.

Want to warm up a stranger? Smile, repeat their name, and speak of what THEY are interested in.

#CommonSense, and lessons from Dale Carnegie's famous book. Earl Nightingale said, success is the continual realization of a worthy goal (paraphrased). LEARN wisdom from heroes/experts.

I believe my actions will take me farther in building a relationship than my words.

How you choose to treat and work with people will determine the relationship and course of action. **–Hector Garcia**

LEGAL SYSTEM IMPROVEMENTS

Convincing Lawyer Methods:

Straw man, exaggerate, statistics, logical extrapolation, precedent, raise doubts, question believability/credibility (witness' integrity), what's fair, common sense, contributory negligence, ignorance of the law is no excuse (scienter), etc.

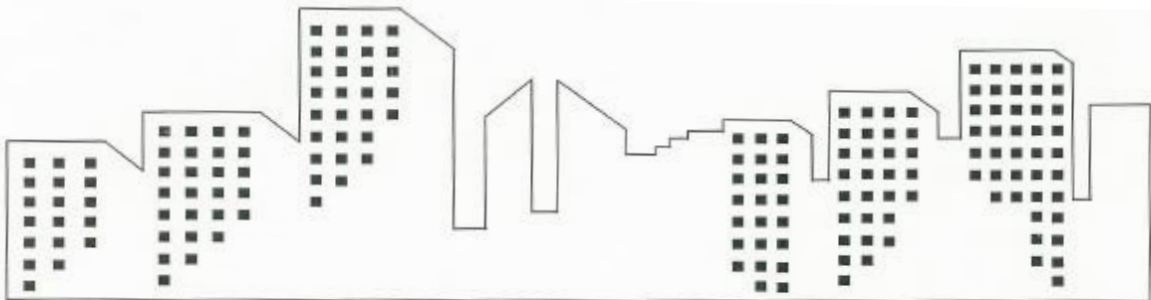
Improvement Ideas:

- Legalese down and lie detectors use up.
- Don't allow technicalities (or obscure laws) to allow murderers to walk 'scot free.'
- End cozy judge-lawyer relations and especially make direct campaign contributions open, above-board and publicly transparent on the record.
- Judges need to control over-emotional theatrics of "actor" attorneys swaying less astute juries.

Resources:

Bar Bri, law school class notes and O'Conner's Rules of Evidence.

REAL ESTATE LESSONS



[Picture replicated from an excellent sign in Houston]

I was *briefly* a Realtor once (my license plate read TX RLTR), and briefly worked with two top real estate 'moguls.' As with lawyers (which I also am), don't let big words dazzle or confuse you (contact me FOR FREE if you need legal definitions from and cannot otherwise find the book, Barron's Law Dictionary, by Steven H. Gifts—if you're not voting against me—ha). Real estate agents generally handle six functions once you're their client: Your loan (borrowing the money), a survey (geographical and property line verification), title search/abstract (verifying owner has full right to sell to you), disclosures (legally required, or otherwise, such as past termite damage), inspections (physical viewing and evaluating home feature conditions), earnest money (up-front down payment indicating sincerity to complete transaction) and lead-based paint notice (indicating whether paint with lead has ever been used on the house). Since we live in a free market, you're always able to negotiate the agent's rate. That is, it is not 3% per side, etched in stone.

I once sold a house at a reduced agent rate, as I did some of the work and had just bought the place three months prior, so the gentleman had mercy on a bad situation. Nonetheless, you can shop around for no other reason than that you don't desire to give them 6%, and there are brokers who advertise they hire out for 5% and 4% (just make sure you're getting full services needed and the quality service you deserve. Some agents are hungry, especially green ones, and with **ReMax**, **Zillow** and **Trulia** web sites, a lot of Realtors' prior "proprietary" information is now available to the general public. Also, some lawyers will do all the paperwork for you at a very low rate, so you can cut out a lot of their bargaining power. Ask your agent what specific steps he or she will do to market your home if you list with them. There are up to 10 answers they can give, and sticking a sign in your yard should not be the only one!

Sellers

- ▶ **Curb appeal** is initially *everything* (i.e., make the front façade and landscaping look great).

- ▶ Use **neutral paint colors**, hide most *personal effects* (like photos), as you want potential buyers to imagine themselves living there—not feel like they’re intruding on someone else’s house.
- ▶ **Kitchens and bathrooms** are where your money gets the best payback, let light in homemade cookies’ smell sets a good mood, always clean prior to showings (no clutter), watch for animal smells.
- ▶ **Stage an empty house**, if you can afford it, as it’s harder for most people to imagine the house furnished than actually seeing it so.
- ▶ Remember, it’s usually **cheaper to make the home the best** you can make it, rather than hoping for a buyer who is interested in a fixer upper (where you usually lose much more than what you paid to keep it well maintained).
- ▶ Is your agent **merely sticking a sign** in the yard (or doing other marketing)? agents can call prior clients who have viewed the area, have open houses or realtor tours, advertise in real estate magazines and on the internet, fliers in yard sign tubes, list it in MLS and talking yard signs (i.e., you call a phone number and hear about the home), among other marketing tools).
- ▶ Make sure word descriptions (in listings) are accurate and phrased well (vs. negatively or deceptively or inaccurately)—read other listings to see best practices on language used.
- ▶ Ask other realtors for feedback, if no offers after a reasonable time, you’re likely priced too high for the market (research “comps”).
- ▶ Often the person who has **many signs** in the neighborhood is best for selling yours (unless he or she has a reputation for listing high, then beating you down on price upon signing).
- ▶ Realtors (not real-a-ters) may not want me to tell you but Realtors have joined MLS (i.e., paid their dues, while real estate agents alone have not. **Both have passed a state exam** (if that’s the law of your state). You might get more attention or a lower rate with a green agent, but they are less experienced. We all start somewhere, and if they are being mentored by professionals, OK, but your interests are securing the best talent to sell your property (I would think).

Buyers

- ▶ **Showing enthusiastic interest** in a home makes savvy sellers firmer on higher asking prices, while finding problems with homes gives leverage to ask for a lower price (or knowing comps well).
- ▶ Asking why people are selling can give clues to potential red flags (or tell you the seller’s urgency to sell).
- ▶ Don’t let your agent pressure you into unneeded and additional expenses at the closing table (where the deadline pressure is greatest). Get all documentation and details lined up **well in advance** so there will be no (or at least few) surprises.
- ▶ No matter what the law tells them (and Realtors claim), they sometimes **talk between themselves** (perhaps in “code”) to feel out a happy medium price, because, adversarial as they are, they both need a sale to come through, so your buyer’s agent is not always just looking out for your best interests at securing the lowest price possible.
- ▶ Don’t be the richest house in the neighborhood (unless your ego wants to—it’s not a wise financial decision, real estate-wise).

Finance

- Don’t close any accounts within 6-12 months before a mortgage.

- Keep credit card use below 30% of credit amount.
- Keep older credit accounts open. –**Realtor.com** (9/3/13)
- Ask your insurance agent what he based your total replacement costs on. If other than the structure, you're getting tipped off. –**KXAS** (10/2/13)

Warnings

- ▶ If you're ever **offered a gift** for a listing referral from an agent, make sure the amount is LEGAL.
- ▶ If you've hired a 'mogul,' and upon listing you never hear from him directly again, I would suggest getting a better agent. This is NOT professional customer service.

'FLIPPING' REAL ESTATE

(The 4 D's of buying cheaper)

1. Death
2. Disease
3. Divorce
4. Distress (Ex.: lost job, job transfer or out-growing a home through children).

See also:

How To Master the Art of Selling, by Tom Hopkins

TryRedFin.com (they claim free home valuation, like MLS does; i.e., with no catches).

ARCHITECTURE

I hope the innovation displayed on this web site proves that many other ideas could be generated by myself for architecture.

Philosophy.

- ▶ Almost every shape imaginable should be available to the architect's pallet. Engineers just need to expand past what's everyday routine, to make it work.
- ▶ Architecture is local and somewhat geographical.

Architecture Methodology: Study the best 10 in the business niche (Ex.: hospital genre), use niche experts, do things better and different, then consider ideas from totally out of that genre box. Specialists have the broad knowledge (and of specifics), but less so the unique ideas from other categories. Use BOTH. Research and take pictures or video, travel (or watch PBS or travel channel), and get pics from Google or university libraries' architecture section.

Ideal house: Stairs (steep/work), roof (mildew, nails rust, shingles fly off; tile and metal), wood siding (rots, termites, color fades; rock and brick exteriors), carpet (trend away—dirty so replace or clean), air filters (have to replace or clean), lawn care (eliminate mowing—permanent height grass, California, edging and trimming), interior paint (smudge-proof wallpaper trend away), garages (larger trend), air conditioning (remote computer controlled, hotter while away), plumbing (no rust; copper), foundations (shift and crack), closets (larger, especially in MBR), sprinkler system, alarm system, garage door opener, CO2 and smoke detector (mandatory trend), utility room (cleans off shoes, dog washes, handyman hand wash sink, built-in coat hooks atop toy box bench), garage floor (speckled or gray rubbery paint, wall organizer), attic (metal or wooden retractable ladder, finished attics and not falling through floors, better insulation, heat-blowing fans, reflective roof sheets, hurricane clips and ridge vents), Tub/shower (tiled, still mildews), gutters (covered to avoid leaves), chimney (heat blower), fence (rick, plastic more professional looking), windows (quality, long lasting and insulating), energy-efficiency (increased significantly).

Historic Trend?: Squared/rectangled, slanted, now curved and rounded (like/mirroring cars)]

SALES SCHEMES (for Consumers)

I have one personal hang-up—a thing I despise above almost all others... Sales (because there are so many liars and self-interested tricksters). Yet, in order to write these books, I gained some experience at the craft learned from my father (who was one of the few non-lying salesmen, for which his adoring clients loved him!). God willing I will never sell another thing in my entire life. However (and for that reason), I do need to briefly address the subject, mainly by recommending a few good books.

Sales Tricks.

- Act urgent (or nervous).
- Address people by their first name.
- Be hyper positive.
- Feign concern/act sincere (Ex.: discuss their personal life after seeing their mementos)
- Get the client into the process of saying “yes” multiple times.
- Give your perspective more so than the truth.
- Hide the negatives.
- Never accept NO for an answer.
- Offer alternative yes responses (Ex.: shall we meet on Monday or Tuesday?)
- Put on a dog & pony show (presentation emphasized).
- Say it’s a limited time offer.
- Schmooze/kiss up.
- Slam the competitor, as you say you don’t do so (Say, “we don’t, but...”).
- Spin all objections into buying benefits.
- Use glowing words.
- Use stories.
- Use testimonials.
- Wear you down (persistence), etc.

In summary, anticipate and overcome objections, spin negatives positive and give them reasons to buy.

Reference.

How To Become a Rainmaker, by Jeffrey J. Fox (Hyperion: NY), 2002

How To Master the Art of Selling, by Tom Hopkins (Warner Books: NY), 1994

Little Red Book of Selling, by Jeffrey Gitomer (Bard Press: Austin TX), 2004

Secrets of Closing the Sale, by Zig Ziglar Fleming H Revell: Grand Rapids, MI), 1984

See You at the Top, by Zig Ziglar (Simon & Schuster: NY), 2000

FASHION

Style says it all. **–Burlington**

What’s the matter with the clothes I’m wearing; don’t you know that your tie’s too wide?

...What’s the matter with the car I’m driving; can’t you tell that it’s out of style?

–Billy Joel (It’s Still Rock and Roll)

Clothes make the man?...

- ▶ Fashion is often a New York company telling you to buy their colleagues’ product.
- ▶ When you wear a name-brand logo’d shirt, you’re serving as their marketing representative for zero pay.
- ▶ Wearing designer, name-brand clothes makes you no more important (or valuable) than before

you put them on, though you may feel they do.

- ▶ Often we wear on the outside what might cover for inadequacies on the inside.
- ▶ Fashion is planned obsolescence by marketers, to get you to re-buy (i.e., well before things wear out).
- ▶ To learn what's 'in fashion' drive around a big city's downtown a few hours, and look for repetitive patterns.
- ▶ People have to balance conformity to style and self-expression. Get it right and you're a trend-setter; wrong and you're an oddball.
- ▶ We say we don't judge the book by its cover, then Hollywood gossip rags drool over "who's she's wearing." Do we take as much care for our inner as outer beauty?

CURING HIC-UPS

This will work if you do it *right*...

Get a cup of water. Count from one to ten—out loud and loudly, but fully swallow a sip of water in-between every number, and do all this quickly. Breathe out as you say each number. Special thanks to my grandmother!

GETTING INFANTS TO SLEEP

Breast feeding moms: Feed your baby every two hours, then gap it to three hours late-ish afternoon. That extra hour of waiting makes them so hungry, they over-eat, which knocks them out (like adults often after a huge Thanksgiving dinner) so they sleep more soundly through the night. Two books were written on this one idea—one secular, one 'Christian.'

DATING DO'S & DON'TS

If your parents let you, the following are sound suggestions for successful dating interactions:

- a) Communication (talk—honestly share your feelings and ideas).
- b) Mutuality (it can't be a 1-way street; you both have to be interested in each other).
- c) Marketing (what assets do you offer for the other to be interested in?—looks, skills, personality, humor, wealth, etc.).
- d) Diversification (if you get heart-broken/rejected, remember there are always plenty of other fish in the sea).

In summary: If the gal shows interest in you (engages conversation—not just a 1-way street—smiles, raises eye brows/show enthusiasm, doesn't walk away right away, etc.), you have a better chance of not being turned down when you ask them out (for males fearful or lacking confidence).

DIETING TIPS

Lasagna puts lots on `ya. Enchiladas build a lotta inches.

Diet tips:

- ▶ Drink a half to a full gallon of water 20 minutes before meals (if your doctor approves). You won't want to eat as much! Thrice I lost 30 lbs. in 30 days using this method (though stress later brought it all back).
- ▶ Increase exercise.
- ▶ Eat healthier foods (Ex.: increase fruits and vegetables).
- ▶ Graze all day vs. gorge at meals.
- ▶ Eat smaller portions.
- ▶ Chew longer.
- ▶ Consider fillers like popcorn, eggs and gum, etc.

See also: The Complete Book of Food Counts, by Corinne T. Netzer

GARAGE SALE CLUES

Garage sales:

- ▶ If you help set up a garage sale, you often get first dibs on the goodies.
- ▶ Some people use “Estate Sale” to deceive about garage—or garbage—sale. ‘Yard sale’ is another option.
- ▶ Make your signs clearly guide all the way to your house!
- ▶ Beware of theft (Ex.: Frisco, TX Barbie collection).
- ▶ Expect cheap price bargaining with early arrivers, and commercial persons to arrive in trucks late in the day to buy the leftovers for pennies on the dollar (or have charities pick it up for a tax deduction).

REFERENCE

Random House Word Menu, by Stephen Glazier (Random House: NY), 1992

The Dictionary of Cultural Literacy, by E.D. Hirsch, Jr., et al (Houghton Mifflin Co.: Boston), 1988

**Special thanks to a special ginger (i.e., red head) 1970’s Baylor Marketing professor Mike Simms for insights on how products and colors affect business and sales, specifically top-hanging gas station hoses and yellow and black attention-getting color combination.

**Special thanks to Broken Arrow Oklahoma’s Mr. Jack Touchstone for his educating on retail store display advertising at Oshman’s (now Sports Authority; and Mr. Maroney’s patience with this teenager).

ASSORTED ANECDOTES

CHANGE

Not all change is good change, and not all things the majority approves ought to be participated in.

COOL DUDE

Being cool is nothing—it means men like you. Only what God thinks matters, and if He is pleased with you, nothing else matters.

FOOD

Diet rule of thumb: If it tastes good, it's probably bad for you.

Free food somehow always tastes better.

HABITS

Force of habit (i.e., instinct, or 'second nature') is often why we do things that aren't as smart as they could be. Consultants know this trick (and observe people's work habits for efficiency and effectiveness opportunities).

HUMAN RELATIONS

Getting people to like you: Similarly mirror other's gestures three seconds after they do them (and frame yourself in important positions). **-Today Show (6/19/13)**

- ▶ Judge a man not by his word but his words intended. We don't need scripted, robotic, mechanical, word-perfect people with no heart, but also, try to say what you mean.
- ▶ Lower your expectations of people and they'll disappoint you less.
- ▶ Political Correctness having weakened many peoples' consciences. Now days you can turn off or anger people quickly, even for minor offenses or misstatements, after which time you'll have little chance of resurrecting them to your side or point of view.
- ▶ Conversation is supposed to be a two-way street, and unless your life is really exciting or interesting, keep it to a minimum. You can always expand if the hearer show interest. People are very busy.
- ▶ Other essential lessons of dealing with people include: handshakes, eye-to-eye contact, smile, remember the person (especially their name—if you can), show sincere interest in them, make time for them, overall be positive, speak of their interests and ask them questions and let them speak.
- ▶ The king of people skills, Dale Carnegie, said "Make the other person feel important—and do it sincerely."
- ▶ Zig Ziglar taught you can get what you want when you help others achieve what they want (it's often labeled "servant leadership").

Friendship verses: Pv. 17:17; I Cor. 15:33; Ecc. 4:9-10. My mother-in-law and mom had HUNDREDS of sincere friends! Heroes! RIP. I couldn't get ten close ones if I worked on it the rest of my life, and that difference is NOT evil for either of us. Personality types.
Be yourself, as you become more like Jesus.

IGNORANCE

If you're stupid in the USA, this life will eat you up.

LAW VIOLATIONS

If you're ever pulled over by a policeman for a potential criminal offense (i.e., NOT for speeding or running a red lite or stop sign), ONLY say "see my attorney." Anything beyond this is fool-hearted, legally.

LIFE

Summary of life: Evangelize all people, pray and read the Bible daily, help the poor suffer less, and be (morally) good.

MOTIVES

Everyone wants the pants, of guys, for money; of girls, for money and more.

MOTIVATION

If you want someone to do something, it HELPS to give them a reason! And if you have negative/bad news, it's usually smart to bring a gift, complement them, or give positive news, first. Jesus didn't, always, which is why I say "usually." #CommonSense communication and human relations, NOT taught in school, but OBVIOUS to many people, I hope!

Motivation is an intriguing study... why do humans choose or do what they do? You have to hit on their interest, desire or need, or you'll never get them to act. There's a range, from the self-motivated to the most stubborn among us. The latter group needs more pressure, cajoling, or maybe even embarrassment.

OPEN-MINDEDNESS

You can be so open-minded your brains fall out. Wait till all the facts are in—if that's possible, but you eventually have to make a decision/judgment.

PERSPECTIVE

How can so many Americans be so positive when prophesy is just around the corner? Naive ignorance. I cannot be fully happy or positive so long as people are poor especially hell-bound.

PHILOSOPHY OF LIFE

No dictating, no workaholism (but work hard), have fun, luxury is nice (but not required much in life), necessity and needs come before desires, do good, be just and honest (no lying), be faithful to your one wife, trust Christ, money isn't God, this life isn't all there is (and all people die), art can influence emotions, logic is more important than emotion (though emotion has its value), work hard/play hard, work smart then hard, moral sex is holy, get a job and work, stay in shape, love God and man, know what you're doing and where you're going in life, live within your means, just do it—don't waste time or procrastinate, life is precious—value it, be confident, be happy and passionate, no worries, speculating is of little value—be real, be practical, make money, don't be a burden on or bother to others, borrow only if you have to, be humble and self-reliant, substance is more important than image or appearances, have a good conscience, be true to yourself, be efficient, being morally right is more valuable than 'does it work?,' try to be accurate—bad information is bad, color alivens drawings and books, live boldly, fear no man, be sophisticated and educated, ignorance is ignorant, be a non-snobby white collar worker (or proud blue collar worker), don't use or manipulate people, always try/make effort, ask for what you want—the worst they can say is "no," don't re-invent the wheel, build a better mouse trap, imitate brilliance, relax, get enough sleep, nature can inspire (Ex: ocean, mountains), take time off when you need to, your family is more important than your job, war is sometimes necessary but always ugly, a concrete jungle needs nature, eat healthy (meat is OK), kids are a blessing, do what your client wants (within reason), constructive criticism is not a sin, enjoy your work (life's too short not to), be selfless, go the extra mile (but don't be taken advantage of), quality is a virtue, don't sweat the small stuff, plan, but also be spontaneous, don't speak like a fool, timing can be important, know your opponent, consult experts, question what needs to be questioned, have courage—timidity is a sin, don't be naive or gullible, fight for your rights (politely), protect your family, slow drivers are irritating, don't be lazy, don't follow the crowd (unless they're clearly right), don't over-analyze, be a doer of the Word of God, junk is junk—not treasure, Christ is coming back soon, don't be boring, laugh often, life is serious, find a better way to do things, status quo can be good and bad, form good habits, don't do drugs or get drunk, don't try to keep up with the Jones', you may have to have some complexity but live simply, prioritize, spread your values to others, be a role model, USA is number one, be a masculine man, no excuses, help others, trials are valuable, though painful, don't raise weak children, don't act old (even if you are), change the world/make an impact, be safe, shop around, be wise, don't get ripped off, pay your bills (and on time), be yourself, be unique, honor your parents, think big, be a valuable member of society, wimpy is

worthless, be aware and observant, don't buy the hype, change yourself when change is needed, don't be a dork, stretch your comfort zone, traffic jams stink, consider others, be kind, INTJ temperament rocks, cut to the chase, small talk is often meaningless or insincere, bottom line processes and activities, either/or can sometimes better be both/and, don't compromise your morals, achieve your dreams, have stability and variation, 'miles to go before I sleep,' don't get set in your bad ways, dare to be different, take the 'road less-traveled,' willpower can be weak but the Spirit is strong, evil will be disciplined and punished, don't take junk off people, be an individual (among so many people), complain to management on important matters, many people lie and have a selfish agenda, many sales people see you as a pay check and primarily just want your money/in your pocket book, build buildings that are a joy to come to work in, show and window dressing is nothing, what's inside is the primary thing, teamwork is one thing but all winning teams usually have at least one Michael Jordan, evaluate every rule, thought and action by the word of God, reality is NOT perception, etc.

PRIVACY

Give out your Social Security number and email address to few-to-none.

R-E-S-P-E-C-T

Respect is earned. No one owes it to you simply because you were born.

TRUTHFUL TWEETS

Age

When I get older, don't let me speak of my ailments, repeat stories, ramble or go the speed limit in a big boat car. Young-at-heart, always.

Brains

Do you think thinking is hard and feeling is easy? Try acting stupid—that's a hard road to hoe. Be for thinking, over feelings, but we need BOTH.

Academic intelligence is NOT exact same as emotional intelligence, or common sense. Smart people can make DUMB decisions, and behave dumbly by so doing!

NBC reported that intelligent people tend to have less friends than the average person; the smarter you are the more selective you become.

College & Education

#IncomingFreshmenAdvice Make strategic friendships for your career. FOCUS on what's required to make A's. Find your major's niche, and have FUN in college!

At Baylor, I told advisers, the job is to get grades, friends, contacts, and a spouse—and some fun. They laughed. Truth has a way of humoring people, when it's thought through.

As I learned in Ph.D. studies, the first time through, you grasp concept; the second time, you get familiarity; the third time through you know the subject. Study so you can teach it to a class.

If you have an open book tests, make an A-Z topic/page index, to easily confirm answers. Copy all online courses into Word, and cut out peripheral information.

When you have take-home, TIMED exams, read chapters, DON'T rely on others' highlights, make your OWN index of all facts, A-Z, then check your answers with the book!

Comedy

#ComedyIn5Words Timing (punch line delivered), wit (smart brevity), sarcasm (dry commentary), irony (mock it), truth (at least an ounce thereof).

Communication

#Communication: Address people by their name, introduce your subject (i.e., provide context), convey message, clarify understanding, seek buy-in or response. #CommonSense

If what you say isn't understood the way you intended it, you have NOT communicated! Confirm it, by asking the listener how they interpreted your words!

ALWAYS hear what the person INTENDED to say. We aren't scripted robots, so perfect word choice is not required for daily human conversations.

Never assume someone is out to hurt you; they may just may have poor people skills.

Misspeaking, being unintentionally inaccurate, and withholding confidential information is NOT the same as lying; but DON'T allow liars to lead anything!

SCOTUS' Pflasgraff case proves that you haven't communicated unless and until the hearer has in mind the same thing you have in mind. Specificity, exactness, precision, detail is sometimes necessary, as with confirming what another means, for proper communication to have occurred.

Otherwise, it's (literally) just two ships passing in the night.

People don't like being talked over, or cut off in conversation, but if you're verbose (i.e., too talkative), it's the only option you leave them.

Consumers

#OneThingIAlwaysSay (to my kids): When you over-pay, you make yourself poorer, and someone else richer. #DumbDecision

As I ALWAYS tell my kids, if someone's NOT paying your salary, or going to be your spouse, their opinion is NOTHING, by comparison! Be independent! I

Critics & Criticism

One of the wisest men ever, said:

"There is only one way to avoid criticism—do nothing, say nothing, and be nothing." **–Aristotle**
There is a DIFFERENCE between moral vs. emotional offense, and likes vs. needs!

Some critics you ignore, some you debate, some only for awhile, and some you are nice to, if there's any evidence of a partially open mind.

Range of ethics: Jesus answered questions, answered questions with a question, was silent, reproved His critics, and answered ambiguously. He did ALL these responses, when confronted/attacked!

Dating

#DatingTips Read body language, to gauge interest, have MANY conversations, make a friend before you make a lover, find common ground, do things together, put them first/serve, and be honest.

Dieting

Dieting rule of thumb: If it tastes good, it's bad for you, & if it tastes bad it's good for you.
Make food BOTH, scientists and engineers!

Fashion

A suit is material that makes you look dignified or smart to dumb people.
Harder to be smarter than just to look the part! Dressing formal does not make you important, though American morays require it in many positions. Attitude trumps attire!

Clothes do not make the man any more than putting a tuxedo on a pig makes him a butler, or wrapping paper makes the gift.

Complaining that someone's clothes are out-of-style can mean you are a name-brand corporate dupe, who freely advertises for, and profits them!

Finances

#OneThingIAlwaysSay (to my kids): When you over-pay, you make yourself poorer, and someone else richer. #DumbDecision

Those who try to keep up with the Jones' can't understand how you don't choose to. the biblically uninformed always get confused over morals.

Heroes

#MyThreeCelebDinnerWouldBe Reagan, Lincoln, and JFK.

Honesty

What would happen if we were 100 percent in our personal relationships?
We'd end pretense, and get through to real/core/root issues!

Between brutal honesty and kind lying, I will choose honesty every day.
No one likes being called a "liar," but they don't mind being one.

What's the difference between total transparency and never lying, vs. using wisdom?
You do not owe everyone every personal detail of your life.

Hypocrisy

It's NOT hypocrisy to be imperfect, but it IS sinful to pretend to be more moral than you truly are.
Be yourself, and to thine own self be true.

Life

Life summary: Be saved, and be good, not bad, and not goody-goody
(I Tim. 2:4; Ps. 34:14; Ecc. 7:16; I Cor. 15:54).

If you rarely think about social problems, and their solutions, evangelism and discipleship, your life is SHALLOW! Life is short, and judgment day is 'soon.'

The GREATEST thing you can do for your life is spend fifteen minutes for the next 30 days, reading "Best Memory Verses" at our website, in a New American Standard Version Bible. There's nothing better!

The three TOP values I taught my kids: Evangelize people, improve society, and make money, in that order. Make money or make a difference? Both/and, priority-balanced.

It is better to be respected than liked! Friendships are FRAGILE; one mis-chosen word, bad tone, off look or suspect act can end them. We humans have WEAK backbones.

Working hard to provide for family, and enjoy life is ultimately SELFISH if not balanced with service of mankind (and evangelism, for the believer).

Texas friendliness with New York pace is the right balance! Be productive! Get 'er dun vs. just moseying along (except on Sunday strolls and joy rides).

As in politics, watch deeds, not words. Motives can be discerned, often, by such observations. Connect the dots!

Have NOTHING to do with doubters, DE-structive critics, skeptics, nay-sayers, or other negative influences that would ever spoil your goals!

Adversity is one of the greatest character-builders. If an inheritance causes you to lose your initiative, it was a curse. **-Charles Koch's father**

Looks

You have no more reason to be proud of your looks as you can brag about choosing being born where you were. Looks are fading, not character.

Lying

Detecting truthfulness: Do they look you in the eye; is there nervousness, or some stalled answers, or avoiding of questions (or of you), and look for nervous body language, or gestures.

Misspeaking, being unintentionally inaccurate, and withholding confidential information is NOT the same as lying!

Morals

You don't have to be perfect to be transparent. You know you can reveal your flaws, and God knows them, and He leads when and how to change them—not man. That's grace living!

You are NOT a hypocrite because you are NOT morally perfect! Christianity is NOT any claim of being perfect, but forgiven. Ever-increasingly improve.

Not caring what people think about you (as your most important consideration) is one of the first steps to doing something GREAT! (Galatians 1:10)

Anger is NOT a sin, or Jesus sinned. We're commanded to be angry, and yet not sin, to be slow to it, and not let the sun go down on it.

Don't judge does not mean never judge anything or anyone's behavior. Don't judge people, or with an arrogant attitude, or hypocritical lifestyle.

Unrighteous judging is condemning the person as a "bad" soul; a holier-than-thou attitude of superiority—NOT identifying behavior as immoral!

Is it evil for a Christian to ever complain? (I Pet. 4:9) No. Whining to vent is bad; offering corrective criticism to improve society is GOOD for changing status quo.

Never intentionally offend anyone, but Jesus DID offend; NEVER by His morals or truths taught, but by ruffling feathers and goring sacred cows with those things! Be like Him.

NEVER set out to offend, but truth can be offensive to those who do not love truth.

Politically Correct people OFTEN take offense for political reasons/advantage, vs. sincerely.
HOW is mistrust lessened? A track-record of honest dealing, goodwill and relationship-building
(Ex.: open communication), and finding common ground, via win-win!

Motivation

The BEST Bible book I know on motivation methods is Philemon.
Love, complement, warn, guilt, integrity, debt, expectations, fairness, plead, etc.

Opinions

You are entitled to your own opinion, but NOT to your own facts! –**Dan P. Moynihan** #FactsMatter
Opinions are like b__t holes—everyone has one [‘and most of them stink’]! –**Albert Schweitzer**

Planning

Spontaneity is one thing; poor planning is quite another. P L A N A H E A D
vs. last-minute Larry, who causes PROBLEMS!

Priorities

What you care and talk about; what you spend your time, money and energy on;
what centers your desires and aspirations shows who’s ‘god’ in your life—Jesus or you!

Relationships

Friendships work best when there’s mutuality of interest.
If the contact is a one-way street, perhaps the other party is not that interested.
Good relationships have mutual enjoyment being together, often from mutual interests,
common ground or speaking of others’ interests (at least initially).

50/50 rule (i.e., politics rule of thumb): If you stand up for your beliefs,
and offend less than 50 percent of the people, you’ve been "successful."

#HonestEngine relationships...

#MakeAFriendIn5Words Anything I can do for you?

#RelationshipGoalsIn3Words Selflessness (service), communication (open and honest),
holiness (God-fearing). These are foundations to family success.

#RelationshipTips Use their name, speak to their interests, ask questions, and let them speak;
care about them, and give them the gift of helping them with something for free.

To be trusted, you have to be honest, accurate, transparent, and a woman/man of your word,
with the people’s greater good in mind, more than yourself. Are you trust-worthy?

ALWAYS hear what the person INTENDED to say. We aren't scripted robots,
so perfect word choice is not required for daily human conversations.

What people don’t say is often more important than what they do say.
Heart truths are not always understood, but always known by that person.

Always apologize if you do wrong. DONT worry who starts the process.
You may have done something that hurt others, and didn’t even know it—ASK! Be honest.
At the same time, never cast your pearls (i.e., valued things) before pigs.

Celebrate our DIFFERENCES? They OFTEN irritate, and cause frustration.
LEARN to tolerate them, while some are celebratable. Peacefully coexist.

If someone pays your bills, their opinions of you mean something.
If they DON’T, their opinions mean NOTHING (I teach my kids that ALL THE TIME)!

Better to be respected than liked! Human relationships are FRAGILE! One word or deed they don't like,
and some abandon you. Do right, and don't fret over those types!

People could get along better if they explained why their cultures do idiosyncratic things,
like never saying 'no,' and always being late. Speak!

People who say, "tell us how you REALLY feel," really don't want to know how you feel. Can you handle
the TRUTH? We are often a Politically Correct nation.

Relationships can change. You can tire of people. They can change. You may change.
Always put others as higher priorities than yourself. (Phil. 2:3-4)

If it's NOT natural for you, confidence comes from achieving worthwhile things.
Start small, but hit a goal, and remind yourself of your past achievements.

Low self-esteem is not an incurable disease. Also, forget what
others say or think about you, but remember what God says!

Do you suffer from low self-esteem? List your good traits, and read or recite them to yourself.
Thank God for them (as tools to make you better), and trust Him to improve you where you are weak.
Create a brag sheet for yourself (i.e., poster or paper).
You are the apple of Gods eye! Memorize Scripture.

When you have or experience a problem, you are more likely to empathize with others who share that
same problem or experience, as those who haven't. Empathy is often learned only through experience.

Until something HITS HOME for people, too often they DON'T CARE, too preoccupied with our own,
puny lives to do something SIGNIFICANT! CHANGE THAT, America!

Travel

#FakeRoadTripsFacts You gain credibility, and look very sophisticated
when you smother the back of your car with political bumper stickers.

Wisdom

The TRUTH may hurt, but it's the prick of the needle inoculating you from further harm.
However, it is often easier to put in ear plugs than to put on eye glasses.

BELIEVERS IN THE BIBLE

VALUE OF THE BIBLE

I have known ninety-five of the world's greatest men in my time, and of these eighty-seven were followers of the Bible. The Bible is stamped with a Specialty of Origin, and an immeasurable distance separates it from all competitors. –**W.E. Gladstone**

The Bible is worth all other books which have ever been printed. –**Patrick Henry**

The Bible is one of the greatest blessings bestowed by God on the children of men—
It has God for its Author, Salvation for its end, and Truth without any mixture for its matter—
It is all pure, all sincere; nothing too much; nothing wanting. –**John Locke**

The existence of the Bible, as a book for the people, is the greatest benefit which the human race has ever experienced. Every attempt to belittle it is a crime against humanity. –**Immanuel Kant**

I believe the Bible is the best gift God has ever given to man. All the good of the Savior of the world is communicated to us through the Book. But for it, we could not know right from wrong? –**Abraham Lincoln**

There is no other book so various as the Bible, nor one so full of concentrated wisdom. Whether it be of law, business, morals etc... he who seeks for guidance... may look inside its covers and find illumination. –**Herbert Hoover**

Of the many influences that have shaped the United States into a distinctive nation and people, none may be said to be more fundamental and enduring than the Bible. –**Ronald Reagan**

The Bible is the greatest of all books; to study it is the noblest of all pursuits; to understand it, The highest of all goals. –**Charles C. Ryrie**

A thorough understanding of the Bible is better than a college education. –**Theodore Roosevelt**

As God's only Son, Jesus came to Earth and gave His life so that we may live. His actions and His words remind us that service to others is central to our lives and that sacrifice and unconditional love must guide us and inspire us to lead lives of compassion, mercy, and justice. –**George W. Bush**

STUDY OF THE BIBLE

I am sorry for men who do not read the Bible every day. I wonder why they deprive themselves of the strength and pleasure. –**Woodrow Wilson**

I am busily engaged in the study of the Bible. I believe it is God's word because it finds me where I am. –**Abraham Lincoln**

(My) great joy and glory that, in occupying an exalted position in the nation, I am enabled, to preach the practical moralities of The Bible to my fellow-countrymen and to hold up Christ as the hope and Savior of the world. –**Theodore Roosevelt**

After more than sixty years of almost daily reading of the Bible, I never fail to find it always new and marvelously in tune with the changing needs of every day. –**Calvin Coolidge**

So great is my veneration for the Bible that the earlier my children begin to read it the more confident will be my hope that they will prove useful citizens of their country and respectable members of society. I have for many years made it a practice to read through the Bible once every year. –**John Quincy Adams**

DOING OF THE BIBLE

When you have read the Bible, you know it is the word of God, because it is the key to your heart, your own happiness, and your own duty. –**Woodrow Wilson**

The secret of my success? It is simple. It is found in the Bible, In all thy ways acknowledge Him and He shall direct thy paths. –**George Washington Carver**

NATIONS AND THE BIBLE

It is necessary for the welfare of the nation that men's lives be based on the principles of the Bible. No man, educated or uneducated, can afford to be ignorant of the Bible.
–**Theodore Roosevelt**

It is impossible to rightly govern the world without God and the Bible. –**George Washington**

The influence of the Bible in the early days of the Republic is plainly revealed in the writing and thinking of the men who made the nation possible...They found in the Scriptures that which shaped their course and determined their cause. –**Franklin Roosevelt**

To the influence of the Book we are indebted for the progress made in civilization, and to this we must look as our guide in the future. The Bible is the sheet-anchor of our liberties.
–**Ulysses S. Grant**

The foundations of our society and our government rest so much on the teachings of the Bible that it would be difficult to support them if faith in these teachings would cease to be practically universal in our country. –**Cecil B. DeMille**

The moral principles and precepts contained in the Scriptures ought to form the basis of all our civil constitutions and laws. –**Noah Webster**

Suppose a nation in some distant Region should take the Bible for their only law Book, and every member should regulate his conduct by the precepts there exhibited!

Every member would be obliged in conscience, to temperance, frugality, and industry; to justice, kindness, and charity towards his fellow men; and to piety, love, and reverence toward Almighty God ... What a Utopia, what a Paradise would this region be. –**John Adams**

It is impossible to mentally or socially enslave a Bible reading people.
The principles of the Bible are the groundwork of human freedom. –**Horace Greeley**

APPLICATION OF THE BIBLE

Within the covers of the Bible are the answers for all the problems men face. –**Ronald Reagan**

The Bible is a book that has been read more and examined less than any book that ever existed.
–**Thomas Paine**

JOB OFFERS?

Until such time as I am allowed to pursue my true passion—*Politics*—I would be happy to consider professional opportunities in the areas of:

- **PRODUCT DESIGN (R & D)**
- **ADVERTISING**
- **ARCHITECTURE DESIGN**
- **BUSINESS MANAGEMENT CONSULTING (STRATEGY & EFFICIENCY)**

Please review the tabs on **innovation** & **architecture** to review my credentials (as well as the **over 6,000** new product ideas throughout our three books), & contact us.

If any Management Consulting firm needs an Innovation Specialist (as Ernst & Young had in the 1990's), I would *love* to be considered.

Any business needing freelance consulting services for increasing sales through product offerings/R & D, advertising, architectural changes, problem identification and solutions, competitor analysis, employee motivation and customer interaction analysis, please give me a call. Thanks.

JAMES MERONEY

FREELANCE DESIGNER (& BUSINESS CONSULTANT)

EXPERIENCE

Fortune 500 Management Consultant (for a Big Four Consulting Firm), Houston, TX

Managing Attorney, Houston, TX

Advertising Executive, Houston, TX

Business Development Executive, Plano, TX

EDUCATION

MBA/JD, Texas Tech University

M.Div., Southwestern Seminary

BBA, Baylor University

* Graduate Architecture studies at University of Illinois, Texas A & M and University of Houston

More details at:



OTHER BOOKS BY THE AUTHOR

We welcome you to inform yourself on some of the most important subjects of life—Religion, Politics, Business & Innovation. With that aim in mind, feel free to check out any of these helpful reads:

- **Wit & Wisdom: Don't Speak About Politics or Religion (A Voter's Manifesto)**

Our blockbuster live-tweeted book, that significantly changed American politics and Christianity from 2014 to 2018 (and which many of the world's VIP's have already seen written, and warmly received).

- **Dumb as a Donkey, Fat as an Elephant: Common Ground Through Common Sense for the Common Good**

Over 2,000 unique, new products ideas inside—FREE!

Our landmark book on how “We the people” can change Washington for the good (and to do good, both in policies and practice), using common sense to secure unifying solutions, efficiently and within budget.

- **The Way Things Ought To Be: A Global Vision for a Better World**

Over 500 unique, new products ideas inside—FREE!

Common sense solutions to most of the world's problems, both globally and domestically.

- **Building a Billionaire Business: Proven Principles to Propel Profits**

Over 500 unique, new products ideas inside—FREE!

Business and economy improvement primer, as well as aiding consumers and employees in maximizing their dollars earned and spent.

- **Design Your Future: Innovation Strategies for the 21st Century**

The ‘magic’ behind our over 4,700+ new product ideas (strewn throughout four books) is explained, including the *best speech* EVER to inspire and teach anyone (and any business) to become profitably innovative.

- **Practical Prophecy for an Unsuspecting World**

Over 500 unique, new products ideas inside—FREE!

Anyone interested in knowing the basics of coming/future world events will get simple explanations, as well as relevant predictions and trend analyses concerning prophecy timing.

- **Advanced Prophecy Handbook**

A more scholarly summary of most prophecy questions, including an encyclopedic covering of issues from A to Z, timetable and event detail explanations, etc.

- **Idioms for Innovators & Immigrants**

Anyone desiring to understand (or appeal to) America's pop culture, advertising and values, thousands of common expressions we use in everyday expression are defined in common usage.

- **The Gospel According to God**

The most thorough, Bible-based treatise on what it takes for a person to go to Heaven. Documenting and critiquing the two major views of the historic Lordship Salvation vs. Saviorhood Salvation controversy.

- **New Testament Color Charts**

These charts graphically explain the meaning and layout of God's latest Testament, using pictures, colors and text. It allows an easy understanding of context and perspective when studying the Bible.

- **Architecture Aficionado: How Anyone Can be Inspired to Admire (and Create) Architecture**

For an excellent summary of the most important topics of the Bible (which recently turned around a leading U.S. mega church), see our FREE web site, www.WillYouLiveForever.org

For a broad treatment of common sense, common ground solutions to politics-as-usual, see our FREE website, www.AmericanAnswers.org