

**Innovative Thinking**

about People, Performance, Profit

**Q & A**with **Chuck Barkow, President****1. Q. Why are you doing this?**

**A.** To be sure there is an economy to support my retirement -- and millions of others.

**2. Q. What is your mission?**

**A.** To help insure America has a prosperous middle class. Without them there will be no strong economic cycle in America and we are doomed.

**3. Q. What are the reasons for thinking that people in a company are anything other than employees?**

**A.** Paychecks provide consumer spending and consumer spending creates paychecks. It's the most important fundamental economic cycle in the economy. How employees spend their money as consumers determines if paychecks are created or destroyed.

**4. Q. How does being an owner of government fit in all of this?**

**A.** When people understand how employees and consumers need each other to exist, we hope they will want to work together even harder to insure that the government they "own" really answers to their concerns. And, that it will work to strengthen their roles as employees and consumers.

**5. Q. What should businesses do?**

**A.** Business financial statements and profits, employee paychecks, and consumer spending are all joined at the hip. The survivability of business depends on the health of the cash flow from consumers to businesses to employees to consumers. For example: there are 6,000,000 employers that can help educate 150,000,000 employees who will pass on what they've learned to 210,000,000 consumers. Businesses can be a very effective educator, but employees and consumers need to understand the importance of the "lessons."

**6. Q. One business can't make a difference, can it?**

**A.** This isn't about saving one business, this is about saving the American economy. If millions of people don't work to that end then the American economy will collapse.

**7. Q. What about people that are retired or not yet employed?**

**A.** Even if they are retired or not yet working, they are consumers. They spend money from their wallets, and they are owners of government because they are voters. They may not be receiving a paycheck per se, but retirees are receiving retirement income - from personal retirement accounts and from Social Security. How each person handles their money will determine the future of our businesses, their employees and other consumers in America. We have to "earn" and spend our way to prosperity, not borrow and spend.

**8. Q. How does Brain Power<sup>3</sup> fit into this?**

**A.** By showing business why their survivability depends on teaching people in their companies to understand the importance in the creation of jobs, consumer spending and ownership of government. We try to help people understand how the government they "own" is really an important tool for our economic success and not a cause for our destruction.

**9. Q. How much will this improve business profits?**

**A.** It's not my job to improve business profits. What I want to do is improve business survivability. Anyone can improve short term business profits by eliminating the number of employees. The long-term effect of that action however, is the elimination of consumers they also fund. That isn't a sustainable economic strategy.

And, it's not my goal to improve short-term profits by destroying America's middle class. My goal is to create sustainable profits by strengthening our economy through a strong and prosperous middle class.