

A Message From Garcia

Six years ago, no one heard of J.K. Rowling, and three years ago no one dreamed Hillary Clinton would become a United States Senator, but over 45 million people have read Elbert Hubbard's "A Message to Garcia," which according to Grolier's Electronic Encyclopedia is the fifth most widely read book in history. Just as "A Message to Garcia" struck a chord in the minds of millions with its message that people should show initiative and get the job done no matter what, so too will *A Message From Garcia* inspire a new generation yearning for a new message of unbridled possibilities.

"*A Message to Garcia*" was written in 1899 and recounts the tale of a messenger named Rowan personally dispatched by President William McKinley during the Spanish-American war to locate and deliver a vital message to General Garcia, the leader of the Cuban insurgents, who was at an unknown location in the jungles of Cuba. Rowan became a hero when he braved death by delivering a message behind enemy lines to Garcia. Even today this timeless classic remains required reading for new recruits in the United States Marine Corps.

A Message for a New Generation

Charles Garcia presents a vital message in his new book, *A Message From Garcia* (John Wiley & Sons; October 10), for those seeking to achieve personal and professional success. "Success is about finding what you love to do -- and doing it -- regardless of how much money you make or what other people think," says Garcia. "Depending upon what you love to do, you might make a lot of money, but then again you might not," says Garcia, whose philosophy clarifies the concept of success.

A Renaissance Man Shares His Secrets

Garcia is a living example of the philosophy he preaches and the lessons he teaches. Characterized by the media as a "renaissance man," at 42, Garcia has succeeded in business, government, the military, and education -- and as a role model to the Hispanic community. Throughout his career, from Chairman of the Cadet Wing Honor Committee at the U.S. Air Force Academy to White House Fellow to CEO of the nation's fastest-growing privately-owned Hispanic business to behind-the-desk military analyst for Telemundo during the Iraq War, Garcia has learned how to succeed, and now he wants to show people from all walks of life, at any age, how they can do the same in both business and life.

Powerful People Seek Out His Advice

A Message From Garcia provides a fresh voice and powerful perspective on how to succeed at anything to which you set your mind. Garcia speaks from experience. He is an individual who has not only worked in the Administration of three U.S. Presidents, but also advised a Cabinet Secretary, a Governor, and a former NATO Supreme Allied Commander. For his success across many fields, Garcia was named one of the nation's 100 most influential Hispanics and profiled by Univision Television in a special series that spotlights Hispanics who have made an exceptional impact on the culture and life of American society. He was called on by President George W. Bush to serve on a national education commission and by Florida Governor Jeb Bush to serve as the only Hispanic on the seven-member State Board of Education.

An Interactive Internet Experience

Readers will be intrigued by an interactive internet experience in this groundbreaking book. *A Message From Garcia* first offers two web-based tests that help readers discover their strengths and find their life's true calling. This discovery will allow readers to finally achieve the kind of success that only comes from being passionate about their work -- because all successful people are not only good at what they do, but they also love doing what they do. Next, a free web based software program will allow readers to engage in a powerful process of writing down their life's dreams, tracking them, and creating an action plan to achieve them. Garcia explains how he followed this same path to achieve success in business and in life.

A Clear Roadmap to Success

Garcia draws on key lessons he learned from his powerful mentors to reveal 14 “Success Beliefs” that will attract success to all those who adopt these principles. In the final section the readers are introduced to a proven formula of four “Success Strategies” they can use to excel in any aspect of their life -- Dream Big, Start Planning Now, Take Action, and Persevere – each containing four or five chapters drawing a clear road map for readers to follow.

Something for Everyone

Packed with personal anecdotes and universal truths, Garcia's book sets people on a mental journey down paths possibly never pondered to arrive at destinations previously thought impossible. ***A Message From Garcia*** is the book that will make a difference in everyone's lives. Whether you are 18, 30, 50, or 70, you will enjoy the axioms and anecdotes, funny tales and universal truths that can be read over and over.

Bonus Readership – An Emerging Market

Hispanics are now the leading minority group in the United States, and boast an annual consumer buying power of more than \$460 billion. The swelling segment within this demographic is predominantly English speaking, educated, and characterized by a mindset typical of immigrant groups, a mindset of trying hard and doing ones best to succeed. ***A Message From Garcia: Yes, You Can Succeed*** seeks a strong connection to this booming market, which is why the Foreword was written by the revered educator Jaime Escalante whose exceptional achievements as a calculus teacher in the barrios of Los Angeles was memorialized in the award winning movie “Stand and Deliver.” Market data reports that Latinos are primed for a success-oriented message and that “the Hispanic self-improvement market right now is wide open” for a credible Hispanic role model. While ***A Message From Garcia*** will speak to Hispanics, its message of success and self-improvement is one that resonates with individuals of all walks of life, regardless of ethnicity.

About the Author

Charles Patrick Garcia is a graduate of the U.S. Air Force Academy, a highly decorated military officer, a Columbia Law School graduate and a former White House Fellow. In 1997, at the age of thirty-six, he founded Sterling Financial Group of Companies with three people, which has grown to more than sixty offices in seven countries. The company was named the number one fastest growing Hispanic-owned business in the country by *Hispanic Business* Magazine, and number eight on the Inc 500 list of fastest growing privately-held companies in the nation. For his success across many fields, Garcia was named one of the nation's 100 most influential Hispanics and his leadership abilities have earned him a role in the administration of three U.S. Presidents, a Cabinet Secretary, a Governor and a former NATO Supreme Allied Commander. Garcia has received the Key to the City of Panama, and President Mireya Moscoso honored him for his success as a Panamanian-American in the United States. Garcia's commentary has been sought by CROSSFIRE, FOX News, CNN, CBS, Univision, Telemundo, CNN en Español and *The Cristina Show*. During the War in Iraq, Garcia served as Telemundo's military analyst providing daily live-behind-the-desk commentary.

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Charles P. Garcia

Biography

Charles P. Garcia is one of the most influential Hispanic leaders in the country today and his financial services organization is one of the fastest-growing private companies in the nation. He has also been a White House Fellow, served three United States presidents, a Cabinet Secretary, advised former Goldman Sachs Chairman John C. Whitehead, and has served under a four-star general after becoming a top graduate of the U.S. Air Force Academy. His All-American dream life -- and principles for achieving a personal and private life of success -- are delivered in his debut book, *A Message From Garcia: Yes, You Can Succeed*.

Just 42, Garcia has succeeded as a highly decorated military officer, attorney, entrepreneur, community leader, government adviser, and provocative speaker. He owes his success to the mindset and core values he has held fast to since a teen.

Garcia founded **Sterling Financial Group of Companies** in 1997 at the age of 36. The Florida - based firm began with three people working out of a utility closet of another company. In just a few short years, the company grew to become a global financial services organization expanding exponentially to more than 60 offices in 7 countries, employing hundreds of people. Please consult www.mysterling.com for more information.

Inc magazine named his firm as the 8th fastest-growing private company in the nation and the only investment bank to make the *Inc.* 500 list in 2002. *Hispanic Business* magazine identified his firm as the No. 1 fastest-growing Hispanic-owned firm in the U.S. in 2002.

An active member of the Hispanic community, Mr. Garcia was identified by *Hispanic Magazine* as one of the nation's "100 most influential Hispanics." *Hispanic Today* magazine featured him in a cover-story "Committing to Hispanic America" and *Univision* television featured him in "Orgullo Hispano," spotlighting him as a Hispanic who has made "an exceptional impact on the culture and life of American society." Garcia has received the Key to the City of Panama, and President Mineya Moscoso honored him for his success as a Panamanian-American in the United States.

President George Bush appointed him in February 2002 to the Commission on Educational Excellence for Hispanic Americans charged with developing a blueprint to close the educational gap for Hispanic children. Florida Governor Jeb Bush appointed him in January 2003 to a four-year term as the only Hispanic to Florida's State board of Education, a new state constitutionally-mandated body responsible for all K-16 education in the state with an annual budget of \$15 billion.

Garcia is frequently sought by *CNN*, *Fox News*, *ABC*, *NBC*, and *Univision* to lend his unique insights on issues of national significance. During the war on Iraq, Garcia served on *Telemundo's* news desk as their military analyst. He also provided expert commentary to the English and Spanish-language national and international news media. Since the September 11 attacks, he has been interviewed numerous times for his knowledge of biological warfare.

Garcia is a graduate of the U.S. Air Force Academy and he earned a Master's Degree in Public Administration from the University of Oklahoma and a law degree from Columbia Law School. He serves on numerous boards and foundations. He is married and has three children, and they reside in Boca Raton, Florida.

Garcia's Interactive Program

Charles Garcia has utilized the program below as a model for his company's human resources department to identify the strengths of his employees and has even changed people's job descriptions and positions as a result.

An Interactive Internet Experience That Will Change Your Life

Most readers will come to this book with dreams and goals already in their head. Garcia starts right out by helping them clarify those dreams with some practical instruments. He believes that one exercise and two tests are at the core of his success, and he can help everyone get immediately on the right track.

In the past the biggest challenge to setting and achieving personal and business goals has been the process itself. Writing down your dreams, setting your goals, tracking them, and staying with them, day after day, defied the best intentions of most people. Garcia has created an interactive free web based software program at www.successcompass.com to set, track, update, and monitor personal and professional goals. Once at the site, readers will be guided through a series of questions about their future goals in ten areas of their life. Readers who fill out their "Success Compass" can also have the option of receiving "reminder emails" to their computers up to three times a day. Once an individual's dreams are written down the software program assists them to develop navigational action steps to achieve each one.

Every year over 3 million people take the Myer-Briggs Type Indicator test, or MBTI, which is currently the most widely utilized personality preference instrument in the world. In an appendix to Chapter 3 is a copy of the Ultimate Personality Test, based on the MBTI, and created by Emode – the fastest growing website in 2002, with over 35 million members. Take the test on paper, then go to www.emode.com where you can punch in your answers and get a 10 to 15 page professional analysis of the results for a nominal fee.

Unfortunately, in school and in our workplace, we all are encouraged to find, analyze, and correct our weaknesses to become successful. Garcia believes this advice is well intended but misguided. Garcia believes that to find lasting happiness you need to develop your strengths, not your weaknesses. Garcia provides readers a Web site, www.successcompass.com, the product of a 25-year study by the Gallup Organization, based on over two million psychological profiles of people all over the world in various professions. At this Web site you can answer a web-based interview that takes about 45 minutes, and immediately you get your five most prominent strengths. Once you know which of the 34 strengths you lead with, you learn how to leverage them for powerful results at three levels: your own personal development, your success as a manager, and the success of your organization.

All senior managers at Garcia's company are required to take both of these tests.

Powerful Endorsements

The Foreword to Garcia's book is written by famed educator Jaime Escalante whose exceptional achievements as a calculus teacher in the barrios of Los Angeles was memorialized in the award winning movie "Stand and Deliver." Escalante has never written a Foreword or endorsed a book. In the Foreword he wrote: "This book is more than inspiring; it is a handbook that can be used by virtually anyone who

wants something more out of life. Just as education can change a child's life, the information and knowledge that can be learned by reading this book can also be life-altering.”

“Every page bursts with new ideas and concrete steps to help you achieve a happy, satisfying, and successful life.”

-- # 1 *New York Times* best-selling author **Harvey MacKay**, Swim With The Sharks Without Being Eaten Alive

“First we read Charles’ clear and insightful book ... and then we gave it to our college finishing son. We recommend that you do the same two things. This book is a terrific road map for anyone on the path to success.”

- - #1 *New York Times* bestselling authors **Richard and Linda Eyre**, authors of 15 book on parenting, including their runaway best seller Teaching Your Children Values, the first parenting book in 50 years since Dr. Spock to reach #1 on the *New York Times* best-seller list.

“We are all born with certain natural talents and abilities, but some of us never tap into them. *Yes, You Can Succeed* can help you finally, once and for all, find out what you are good at, what you love, what you are passionate about and lead you toward a more satisfying, rewarding and fulfilling life.”

-- #1 *New York Times* bestselling author **Mark Victor Hansen**, co-creator of one of the biggest-selling book series in history, Chicken Soup for the Soul, with more than 80 million copies in print.

“People who strive for success are junkies for wisdom. Charlie Garcia's book is just the fix they need. It distills the wisdom of the ages with stories that provoke action towards success.”

-- **Lionel Sosa, Media Advisor to President George W. Bush**, author, The Americano Dream: How Latinos achieve Success in Business and in Life

“Charlie García's book provides both inspiration and message. The inspiration comes from his own story effectively woven throughout the book; the message comes from his demonstration that success is neither born nor given, but earned through effective education, careful understanding of self, and fundamental expertise in the work you choose to do.”

--**John V. Lombardi, Chancellor**, University of Massachusetts Amherst

“How do you build a world-class company and find happiness at the same time? Charles Garcia teaches readers in a lighthearted fun way; how they can achieve anything they want by applying proven success strategies.”

-- **Marcia Israel-Curley, Los Angeles Times "Woman of the Year"** who built Judy's from a tiny woman's clothing store to a major public company with 104 stores and 2,000 employees, author of Defying the Odds: Sharing the Lessons I Learned as a Pioneer Entrepreneur

“When you finish reading this amazing book you will have all the keys to success at your fingertips. Destined to become a classic, it is a must read for leaders, educators, parents, and especially for anyone whom children turn to for advice and direction.”

-- **Major General Clifford L. Stanley** (ret.) was responsible for education and training in the entire U.S. Marine Corps serving as one of the highest-ranking African Americans in the military. He is currently the Chief Operating Officer, University of Pennsylvania.

Birth of a Book at 35,000 Feet

“A Message From Garcia” was conceived at 35,000 feet while Garcia was flying to Hawaii to surf during the New Year’s holiday that marked the new millennium. While standing in line at the airport he received a call from a producer at Univision Television Network, the worlds most watched Spanish language television network, advising him that he had been selected as an “Orgullo Hispano” (English translation --“Hispanic Pride”) a series that spotlights “Hispanics that serve as role models and who have made an exceptional impact on the Hispanic American community.” During that phone call the producer remarked that Mr. Garcia should write a book.

According to Mr. Garcia, at that moment, it wasn’t really an issue to be addressed. But a little later while on the plane to Hawaii, he reviewed the conversation in his mind. He thought it over and began to play with the idea that he could write a book.

Here are some of Mr. Garcia’s thoughts reduced to writing on napkins on the plane that wound up in the first pages of the book, fondly called – “Napkin Notes” – and cleverly and appropriately graphically designed in the book so that it appears as though they were written on napkins.

Napkin Note 1: Define Success

I believe that to achieve success you must find your calling in life and pursue it regardless of financial gain. Richness and happiness in life can be achieved by having a job that you love or simply by being passionate about whatever it is that you choose to do.

Napkin Note 2: Success Does Not Equal Money

Success does not equate to how much money you have in the bank. You don’t have to be rich to be successful.

Napkin Note 3: Help People Find Their Calling

Success comes from discovering what you love and doing it. Helping people find their calling in life would be an extraordinary accomplishment. I will provide tests that show people how to discover their strengths and uncover their weaknesses.

Napkin Note 4: Not a Psychobabble Feel-Good Book

This book would provide real, practical lessons designed to help those who applied them succeed at whatever it is they want to do. It will require hard work, perseverance, commitment and dedication.

Napkin Note 5: Success Beliefs

Success beliefs are powerful magnets that attract success and I have seen them used by all of the successful people with whom I have apprenticed. My book will help you activate these mental magnets so that you too can attract success.

Napkin Note 6: Success Strategies

A strategy is the answer to where you are going and how you are going to get there. I observed these success strategies while apprenticing for some extraordinarily people. I applied them in my business and achieved tremendous results. I would teach people these strategies.

Garcia's "14 Success Beliefs"

Before you can experience success -- however you may define it -- you must first adopt the principles that help move you toward your dreams. Here are Garcia's potent package of core beliefs that are shared and lived by the most successful people.

1. **Follow The Initiative Of Lieutenant Rowan** -- Show initiative, be creative, take responsibility for your actions, and don't make excuses for not completing tasks.
2. **You Need "Ganas"** -- You must have a burning desire to succeed. Your goals should stretch you -- hard enough to achieve with perseverance, but not so easy to reach.
3. **Leave The Ivory Tower** -- Go into the field and get your hands dirty; see first-hand what it is that people do in their organization; look for ways to do things better, smarter, cheaper, to be more effective and productive.
4. **Treat Everyone You Meet As If They Were A War Hero** -- Believe that everyone who crosses your path has something to teach you. Treat them with respect.
5. **Things Can Go From Bad To Great In The Blink Of An Eye** -- Continually look for new ideas, even when doors are being closed. Do not dwell on the past or the negative.
6. **Honor, Duty, Country** -- Integrity, honor and trust are essential characteristics for success. If you embody these traits, people in both your work and personal lives will more likely think well of you and respect you.
7. **Always Do What Is Right And Let The Chips Fall Where They May** -- Whether the news is good or bad, be honest. What you have to say may be hurtful, but you will gain respect by telling the truth, especially when it's delivered genuinely and without malice.
8. **Reading Is A Magnet For Success** -- Strive to learn throughout your lifetime. Reading builds confidence and the knowledge power to talk to anyone in any situation.
9. **You Don't Fail If You Learn A Lesson And Persevere** -- Don't repeat your mistakes, learn from your errors and then make better decisions.
10. **Serve Your Community And Reap The Rewards** -- Be selfless without having expectations of receiving anything in return. You will derive personal satisfaction from helping others.
11. **Be Open To Change** -- Successful people don't just accept change, they embrace it, and seek ways to do things better -- resulting in growth and increased productivity.
12. **There Are Many Roads To Success** -- Success is achieved through trial and error, failure and perseverance. Each person must make their own path to their final destination, there is no one clear cut route, each journey is unique to who you are.
13. **Successful People Are Tenacious** -- In addition to having the skills, knowledge and talent, determination is essential to helping you achieve your goals.
14. **Cultivate Business And Personal Relationships** -- Networking is essential to achieving great success. By knowing and interacting with people outside your peer group, social status and business field, you will bring a new and brighter perspective to your personal and business lives.

Garcia's Four Success Strategies

Success can be defined in simple strategies: adhering to the principles, committing to your dream, developing a realistic plan, and taking action and persevering until your dreams become a reality.

Follow the “Success Beliefs” and apply the “Success Strategies” and you will succeed.

Action Strategy 1: Dream Big

Push the envelope. Push reality aside. Think about anything and everything that you could possibly want out of life. Your new reality will be a function of the life you desire – the things you want and the things you want to do. Write them down. Look at them every day.

Action Strategy 2: Start Planning Now

Every successful company has a business plan. The business plan sets forth the company's mission, its guiding principles, and its strategy for making money. A business plan articulates the direction in which the company is headed and how it intends to get there. People rarely create a life-plan, those who do are exponentially more successful than those who do not. Your action strategy is a blueprint of how to get from where you are to where you want to be. Having no strategy often leaves you grounded in an unrewarding career and quite possibly a life that seems unfulfilled for years.

Action Strategy 3: Take Action

How many times have you, or someone you know, talked about a great idea, about a desire to do something different than what you, or they, are doing now? Every single day across this country a million people get a million great ideas, or have urges or desires to do something – something else, something new, something different. The difference between people who are successful and those who are not is in that one step, that one leap, that one critical moment when one stops thinking and talking about something, and actually starts doing it.

Action Strategy 4: Perseverance

Perseverance is indeed a prominent quality in all highly successful people. Some call it determination, others call it stick-to-itiveness. Whatever you choose to call it, know this: if you want something really bad, you must have the commitment to pursue it through thick and thin, and through all the tough times, even through the negativity you will receive from those who will try to persuade you to give up, or do something else.

Critical Acclaim: **What the media says about Charlie Garcia**

Giving to the Community

Personal success is not enough for Garcia, a former Air Force Captain who has always been imbued with a keen sense of volunteerism and a desire to give back to others. When Garcia takes an objective look at the circumstances of Hispanics in Florida, he sees a national emergency. Garcia devotes 20 percent of the time from his marathon workday, as well as sizeable chunks of his own money, to focus on one compelling goal – to elevate the status and economic power of Florida’s Hispanic community on a statewide level.

--Hispanic Today, Garcia featured as Cover Story – “Committing to Hispanic America”

From White House Fellow to Work in Three Presidential Administrations

In 1988, after undergoing a grueling seven-month selection process, Garcia earned a position as one of 14 White House Fellows – one of the youngest ever selected – and he currently serves on its alumni Board of Directors. Once in the White House, Garcia’s razor sharp analysis of geopolitical events led to work on a wide range of special projects for the Reagan and Bush administrations. Garcia helped former secretary of Education and “Drug Czar” William Bennett draft the nation’s first National Drug Control Strategy, a comprehensive blueprint to fight the spread of drugs in the United States.

--Checkpoints, “Garcia in Focus”

Going Where Others Fear to Tread

Going where others fear to tread and making equities evaluations that buck conventional wisdom on Wall Street is all in a day’s work for Charles Garcia and his staff at Sterling Financial Investment Group. That aversion to timidity has its financial rewards, as shown by the company’s 2000 percent jump in business volume and revenue growth in 2001.

--Sun Sentinel/Business, “A twofer for Sterling Financial”

Character Traits – Driven, Disciplined, Perseverance

Friends and peers describe Mr. Garcia as driven and disciplined. “His greatest characteristic is perseverance,” says George Burden, a city commissioner in Daytona Beach, Florida who served with him in the U.S. Air Force and remains a close friend. “He sets a goal and works tirelessly at it. I’m not aware of any goal he has set that he has not achieved.”

--Hispanic Business, “Jack of All Trades”

Empowering Hispanics

"Florida businessman Charles Patrick Garcia has built a financial empire. Now he works to empower other Hispanics to achieve success through higher education to gain status in business, and to win positions in the judicial system."

-- Hispanic Today, Garcia featured as Cover Story – “Committing to Hispanic America”

Television Interviews Charles Patrick Garcia



Partial list of Television Interviews

Telemundo Network "War Coverage Special" - March 20 – April 15, 2003
García serves as in-house military analyst during Iraq War

CNN – Crossfire - October 22, 2001
“Anthrax-How Big a Threat”

CNN - Paula Zahn - October 8, 2001
“America Under Attack: New Concerns About Threat of Bioterrorism”

CNN - Talkback Live with Tavis Smiley - October 9, 2001
“The Anthrax Case - Real Threat or Isolated Incident?”

CNN - Talkback Live with Bobbie Battista - October 16, 2001
“Who is Behind the Anthrax Attacks?”

CNN En Español with Alberto Padilla - April 1, 2003
News Show Dedicated to U.S. / Iraqi War Coverage

NBC 6 Network News - March 27, 2003
“War Special” Coverage

Fox -John Gibson - October 11, 2001
“Interview with Charles Patrick Garcia”

Fox - Laurie Dhue - October 19, 2001
“Interview with Charles Patrick Garcia and C.J. Peters”

Univisión - "Cristina" - October 2001
Hosted by Cristina Salaregui features García as lead guest on one-hour show about bio-terrorism.

Univision Television - April 3, 2003
One Hour Live Town Hall Meeting – “Voices of a Nation at War”

Univision Television - March 21, 2003
“Aqui Y Ahora” War Special with Jorge Ramos

Telemundo - June 12, 2002
Morning Talk Show -- " De Mananita"

CNN.com - CNN Community Chat - October 2001
“Charles Garcia fields questions on Anthrax”

WPBT/Channel 2/Public Broadcasting Station - March 23, 2003
"Issues" with Helen Ferrer



Charles Garcia, a former highly decorated military intelligence analyst has been called upon by the media to offer commentary and his expert military analysis to various print, radio, national and international television news media, for both English and Spanish-language audiences on the many challenges faced by our nation.

15 Suggested Interview Questions

Charles Garcia

1. The title of your book is interesting: “A Message from Garcia” – how did you come upon that?
2. There are many interesting things about your book – but one of the most interesting is how you “define success;” and according to you it’s not about money. Can you explain this?
3. What makes this book about success and self improvement different from any other book on the same subject?
4. Success is defined individually, but you feel that everyone can achieve “success.” How is this possible, given the disparities of opportunities in the world today?
5. Univision Television profiled you in a series that spotlights Hispanic role models who have made an exceptional impact on the culture and life of American society. How does it feel to have been dubbed a role model, by such a prominent network in the Hispanic community?
6. Your father was a tremendous role model, exposing you to so much at an early age. Would you consider him to be as much of a mentor as your later mentors in life such as General John Galvin?
7. What advice would you give to others who are too afraid to take the plunge and pursue their passion for fear of failure?
8. Please share three key nuggets of advice to an individual aspiring to achieve success.
9. You stress the importance of finding a good mentor, once you know where you want to go in life. What makes a good mentor in your mind?
10. You seem to have been successful at everything you’ve done, even at an early age – even before you worked for people like Bill Bennett and General John Galvin and in two presidential administrations. Can you explain that? What was it that drove you?
11. You say, “You don’t fail if you learn a lesson and persevere.” What mistake taught you the most valuable lesson to date?
12. You talk at length about your time in the military, specifically the U.S. Air Force Academy. Specifically what was it about that experience that was so important or valuable to you?
13. You spend a great deal of time working in the field of education – you’ve been appointed to high level commissions by President George Bush and Governor Jeb Bush. This takes time away from your company and family and if I understand it, it also does not pay. Why do you do this?
14. Networking is vital to one’s future success. In your explanation of Success Belief Thirteen: Cultivate Business and Personal Relationships, you stress the importance of building a broad network base that includes people in both your field and in other professions. Why do you feel meeting people outside your domain is so important to an individual’s success?
15. According to new statistics, Latinos are now the largest minority in the United States. Do you believe this will increase the number of opportunities available to them, and open more doors toward success for this group?