

(Continued from page one)

Our corporate mission is to make a difference. We fully intend to give a damn. We will stand up and cast a shadow, seize the high ground in the name of greater good and accomplish works of epic proportions.

Anything less wouldn't be worth the trouble.

Eight Virtual Realities

- * I will do nothing that reduces information to a video poker machine.
- * I will not forget what I'm doing is suppose to be fun.
- * If what I'm doing doesn't feel good, I'll stop doing it and do something else.
- * I will do nothing my grandchildren will regret.
- * I will not confuse beans with humans.
- * I will miss no opportunity to do good.
- * I will put new colors in my paint box.
- * I will let no day pass without asking, what if?

A Few Thoughts on Growing a Business: In the Beginning is the Soul.

"Never prophesize -- especially about the future." -- Mark Twain

Business is, first and foremost, a human endeavor. We have come to the serious nastiness we're in because we have pretended otherwise. There is no profit from greed, there is no love in jealousy, no joy in anger, no future in pride and sloth.

The consumer drives the product and the consumer understands. Without values, there is no integrity, without integrity, there is no trust and compassion. Without trust and compassion, there is nothing. Business begins its search for a soul.

The first step in creating a corporate soul is to plant the seeds of greatness. Your dream must be noble and grand. You must believe in something larger than yourself and act upon those beliefs. You must accept as self evident that you and the world are one, that we are here to actualize our potential, and that unless everyone gains, everyone loses. You must align yourself with what you know is right. You must be what you look for in a friend: honest, caring, loyal and intelligent enough to laugh often. You must not be self-absorbed, aloof or ruthless. You must get a life, lighten up and have a little fun. You must not forget you're capable of having dumb ideas. You must listen when smart people tell you. You must ask them what they think. Most importantly, you must have faith: in yourself, in your fellow human beings, and in the obvious truth that we reap what we sow.

A business is a living thing -- a system designed to exchange goods and services in the most efficient manner possible. To this end, you must create an environment in which humans can do their best work. There is a reason that cubicles do not figure largely in home decor. You are in the creativity business and the most disastrous decision you'll ever make is to send your creators to their rooms. Open the gate, unsnap their leashes and let them run and play. Build an environment of trust, loyalty and respect. Free people from fear and worry and encourage them to take risks. Every act of creation is a leap into the unknown. Invest in a trampoline.

Remember to hire both the heart and the mind. What you're building is a family, a set of relationships that encourage mutual growth.

Know who you are and reinvent yourself daily. Never confuse the work with the tool. You are exactly the same size as your dreams, your reality is coincident with your vision. Your corporate mission is to create the best of all possible worlds. Tend your garden well.

A Few Thoughts on Marketing

"Never, say never." -- James Bond

The first step is to throw out most of what we know. The world described in the textbooks no longer exists. Small surprise, Marshall McLuhan was right, "Any technology creates a totally new human environment." It was true with the printing press, it was true with indoor plumbing, it was true with television, and it is true with the personal computer. It was never more true than with broad bandwidth information. It is the business of virtual worlds. You are the guides.

Avoid most market research like the plague. There is no longer an average consumer. There are people of like mind, of like interest, of common dreams. Your first corporate goal must be to create a community. The most important connection on the internet is the one between you and your customer.

"The major advances in civilization are processes that all but wreck the societies in which they occur." A. N. Whitehead

2 UPPER LEFT EDGE JUNE 2000

The advent of interactive technology and virtual environments has created sales channels that exist in a virtual environment rather than a physical space or location. In this "Marketspace," the more human you are, the more humans will come to see you.

Align yourself with what's right. State your position boldly and simply. Create a relationship of trust and mutual respect. Respond to the world rather than react to it. Don't sell your product, communicate your values. Encourage the conviction that there's something better and that you're not only busy building it but are convinced it should be fun. Make your first goal the expansion of awareness and those who are aware will come back.

Socially conscious consumption is not a trend; it is the future of all commerce. Fuse your vision to this future. Community, compassion, self empowerment. Love people, use things. People buy what they believe in and support what they've helped build. Character has become a status symbol and decency has become profitable. If your customer buys from you, you've made a sale. If your customer buys into you, you've made a partner. Remember that always and forever what you're marketing is an experience and that the words we all most love to hear are; yes you can. We're all just looking for what we need in order to do what we want to do.

You are not marketing what you are: you are marketing who you are. You are the person people come to with their dreams and visions. You are the provider of all things possible, a resource for any reality. Your mission must be to exalt human potential.

Some time ago, a cross cultural survey was taken to find common characteristics among the world's oldest humans. Diet and environment aside, the single commonality was this: those people live longest who spend the most time serving or caring for others. Think long on this.

Because of the infinite reach of your service, your immediate focus should be on large scale application to government, education and industry, most especially arts and entertainment. Think boldly, do not surrender your marketing department to 'professionals', and hire the best lobbyists in the country. Aim your service to the public good and there will be no need for large advertising budgets. Do not pinch pennies on public relations. Involve yourself in your community; not because it's good business but because that's what good people do. Patronize the public and they won't patronize you. Position yourself strongly and immovably. Be the mountain. Seize the technological and moral high ground and refuse to retreat. Do not market yourself as a product, or even a business. Market yourself as a creative process; an energy source applicable to any and all imaginings. You will live or die by the appropriateness of your applications. Never forget you are dealing with humans. Or, for that matter, that you are one. The best marketing and branding strategy is to be accessible to your customers. Talk with them rather than to them. They know more about what they want than you do. Make sure they know you know this.

Any advertising should be narrow gauge; referred to in the new adspeak as "surgical strikes". While the image is a little rough around the edges, the reasoning is sound. Speak English and understate. Hype is poison. Be the antidote. Nothing in the universe is more difficult to hide than power. No power is greater than potential.

Now, dear reader, there was more to this presentation that Mike wrote for a soon to be dot com, but we think if every head of every corporation, large or small, in the world today, read and pondered these words and then acted on them we might not ever have to smell tear gas again on the streets of our planet.

The word is that this very month in a bookstore near you, you can finally get your very own copy of Letters to Uncle Mike. Since the last printing sold out, the demand has forced Saddle Mountain Press to again put on the shelf the cosmic curmudgeon -- Ann & Abbey's least favorite Uncle -- Michael Burgess; but wait! that's not all. On that very same shelf you will find, with only a slight change in graphics, the devilishly cleverly titled More Letters to Uncle Mike!! Is that cool or what? If your local store doesn't carry them, first yell and scream and make a big fuss until they do, or second, contact Saddle Mountain Press at saddlemountainpress@upperleftedge.com or write to us here at the Edge, and we'll see that you get your books.

UPPER LEFT EDGE

Advertising rates:

Business Card Size Ad	\$30.
1/16th approx. 3 x 5	\$35.
1/8th approx 4 x 7	\$50.
1/4th approx. 6 1/2 x 9	\$100.
1/2 page	\$150.
Full page	\$300.
Back page	\$400.
... per month. Payment is due the 15th of the month prior to the issue in which the ad is to appear. Camera ready art is requested. We are usually on the streets by the first weekend of the month.	

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Beauty In Tacoma

By Angela Coyne

I have been given the opportunity to respond to the accusations of our beloved editor. A few months ago he attended a book show in Tacoma and as we all read in his descriptive editorial, things were not pleasant. As horrible as he made it seem, I know that even Tacoma has its good points, for it is not only where I was born but also where I have spent most of my life. People who come from a place as blessed in nature as the Oregon coast have a tendency to lose sight of the fact that there is light, beauty and even sometimes wonderment everywhere.

There are streets in Tacoma where you can walk down the sidewalk shaded by ancient oak and maple trees and hear children's laughter wafting from backyards of homes saturated in history. These spots of magic can exist anywhere for someone who takes the time to look. It may take longer to find them but they are worth more because of it. All that is outside of that moment disappears and you can forget about the ugliness of the city, even if it is only for a short time.

I spent a few years in the historical district of Tacoma, and one of the places I lived was a refurbished hotel from the early 1900's. I used to sit in my turret looking out at the Puget Sound and, in particular, a stately old maple. I found comfort in that tree when the pressure of the city tried to invade my solitude. I remember one day in particular I was feeling especially out of touch with nature, so I decided to climb my old tree. Ignoring that it had been years since I had actually done so, I marched outside like a determined child. Many scrapes and scratches later I reached the top and sat for hours watching people and clouds go by unaware of my presence. After that day I spent a lot of time up in the leaves of my maple; it became the best remedy for any frustration. Who would have thought that in the middle of the city I could find a bit of nature to help me find peace. If I hadn't taken the time to look I would have missed some of the best hours of my life.

We are so fortunate to live in a place where it is easy to find beauty; we would have to be blind-folded not to see the overwhelming scenery that surrounds us. BUT...if you are in the right frame of mind the peace and comfort nature brings can be found anywhere. It just takes the right eye and a little fortitude. Even in Tacoma.

WTO Rap

Well, I found myself in Seattle one day
With 50,000 people who'd made their way.
They came from far and they came from wide,
They came to confront the other side.

The side with the money and the pseudo
power, The time had come - this was the hour.
They came with a message you all should
know About the evil ways of the WTO.

See, the WTO, they just don't care
'Bout you or me or 'bout clean air.
Not dolphins or turtles, or butterflies, Or the
quality of the food we buy.

Don't care about the workers or their families,
Or poor countries, or even the trees.
Now I'm not sayin' that trade is bad.
It's corporate greed that makes me mad.

But the power of the people, it's plain to see,
Can change the course of history.
A revolution began that day.
When it'll end, well, it's hard to say.

One thing's for sure and true for me,
The people had a taste of victory.
The rage that had built for many years
Found an outlet in the chants and cheers.

All over the world, in all the lands,
People gathered and joined their hands
Against the corporations who count their
worth, While the people suffer, as does the
earth.

Come join the fight against corporate greed
And reconsider what you think you need.
They count on your money to keep afloat
And the politicians they pay to vote.

So choke them off at every turn.
Take some time and effort to learn
Who makes those deals behind closed doors,
And don't buy their products at the store.

If we pay attention and stay real cool,
We'll see the end of corporate rule.
How it'll happen, well, I don't know.
But the WTO has got to go.

Yeah, the WTO has got to go.

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