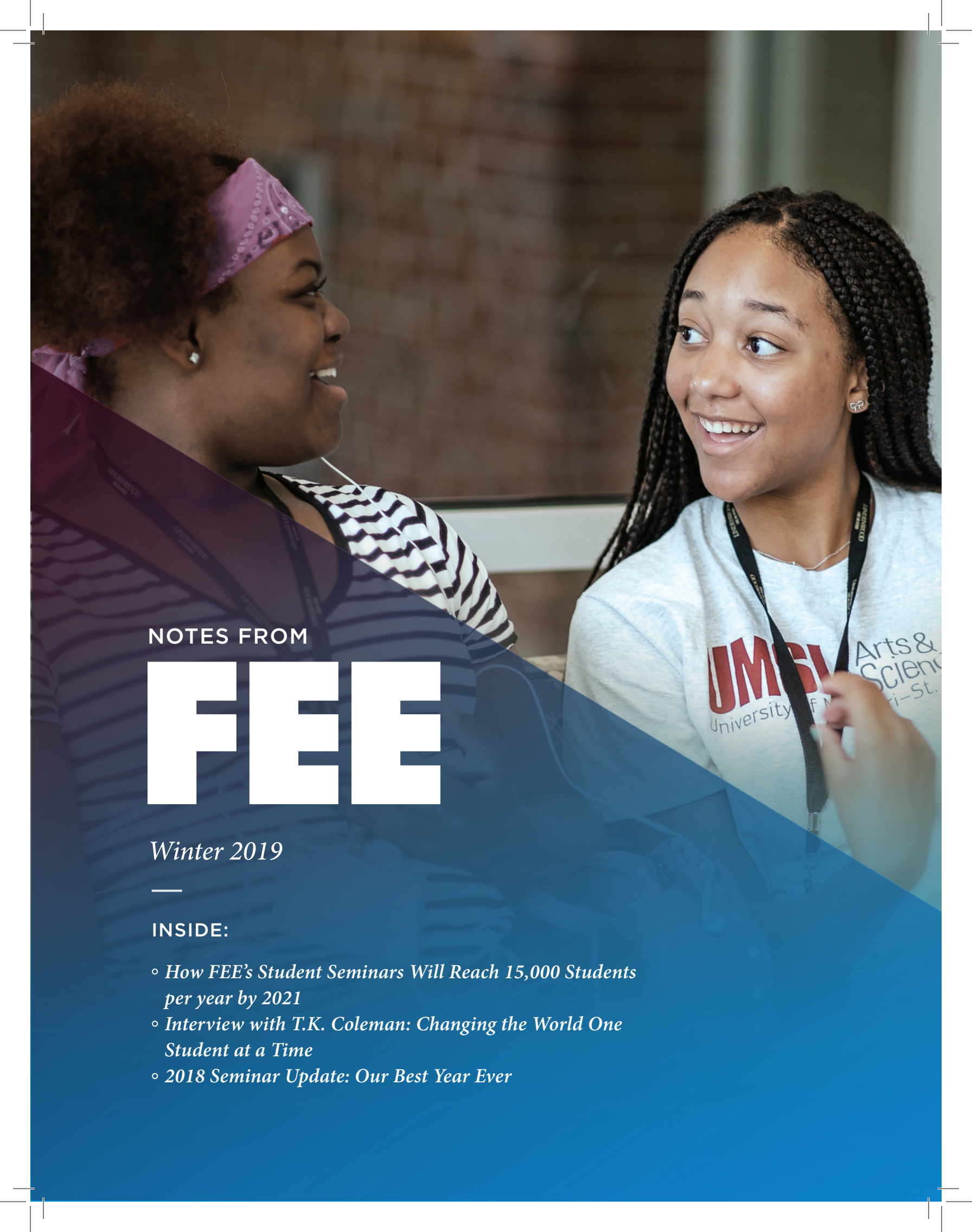




NOTES FROM

FEE

Winter 2019

INSIDE:

- *How FEE's Student Seminars Will Reach 15,000 Students per year by 2021*
- *Interview with T.K. Coleman: Changing the World One Student at a Time*
- *2018 Seminar Update: Our Best Year Ever*

From the Desk of the PRESIDENT



Dear Friend,

Have you ever asked someone, “What first turned you on to ideas of liberty and free enterprise? – a book or article, a teacher, a parent or friend, a movie, a web site, or something else?”

In the years to come, I’m confident that you will hear more and more people reply to that question with this answer: “It was a FEE One-Day Seminar at my school!”

For decades, a few hundred students attended FEE’s traditional Three-Day Summer Seminars every summer. Now, those programs routinely attract a couple thousand annually. But our new One-Day Seminars reach several times that number. If we meet our fundraising goal, we’ll host an average of three One-Day Seminars every week by the end of 2021, for a total attendance exceeding 15,000 students yearly!

Attracting newcomers to our ideas in a memorable, concentrated experience is going to be a key ingredient for winning the future for liberty: Nobody does it better than FEE, and we thank you for helping us make it happen!

Sincerely,

Lawrence W. Reed

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FEE’s **vision** is to bring about a world in which the economic, ethical, and legal principles of a free society are *familiar, credible, and compelling* to the rising generation.

FEE has defined three strategic objectives to guide every program and to inform opportunities for growth:

- ① FEE will be the movement leader in knowing our customer.
- ② FEE will be the leader in introducing freedom as a life philosophy.
- ③ FEE will be a leader in the leveraged distribution of ideas on liberty.



OUR STRATEGIC PLAN TO REACH TENS OF THOUSANDS OF STUDENTS WITH FEE'S SEMINARS

By Jason Riddle, VP of Programs and Strategic Operations

We aspire at FEE to be the entry point through which high school and college students first encounter the principles of freedom—molding the lens through which they view the world and encouraging them to embrace freedom and personal responsibility as their personal life philosophy.

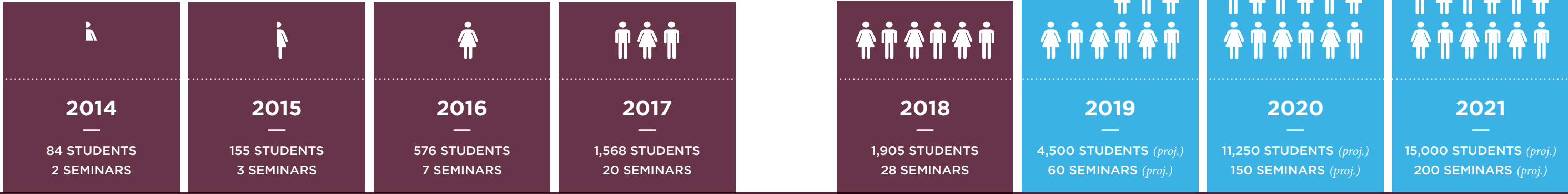
At FEE's seminars, we introduce young “newcomers” to the principles of the freedom philosophy, the power of economic thinking, and the importance of strong personal character. We've learned our message is most effective when we connect with students face-to-face, using interactive discussions and activities that focus on themes relevant to students' lives: entrepreneurship, poverty alleviation, leadership, and others. Building strategic partnerships is also key given our goal of reaching hundreds of schools and tens of thousands of students across the United States each year.

In 2018, FEE hosted 4,446 students at 48 One-Day and Three-Day Seminars, and in 2019, we'll push this to over 6,500 students!

A large part of this growth can be attributed to the success of our One-Day High School Seminars, which were first introduced in 2014 and have proven to serve as a memorable and positive first experience in the ideas of liberty. In 2018, FEE hosted 28 One-Day High School Seminars for 1,905 high school students. Next year, we will double the number of One-Day High School Seminars to 60. After that, FEE will continue building our partner network so that by the end of 2021 we will reach more than 15,000 students through 200 One-Day Seminars annually. (You read that correctly: *By 2021, FEE will host 200 seminars for more than 15,000 high school students every single year.*)

FEE's Past, Present, and Future High School ONE-DAY SEMINARS

 = 500 STUDENTS



In order to get there, we are carefully scaling the number of programs we deliver to ensure continued program quality and effectiveness. FEE has the network, infrastructure, and partnerships in place to introduce tens of thousands of high school students to free markets, individual liberty, and the importance of strong personal character at 400+ One-Day High School Seminars.

Perhaps the most exciting aspect of this initiative is that the majority of these seminars to date have been hosted in public high schools. We've seen great success in offering to send acclaimed professors and successful entrepreneurs to run a 4-5 hour educational program at no charge to the host school or teacher.

We don't shy from the principles we are teaching, and public schools have welcomed the opportunity to give their high school students a taste of college-level economics, political science, and philosophy. Moreover, we have placed particular focus on remote and "underserved" schools that typically receive little or no attention from free-market, educational organizations. We've learned that meeting students "where they are," both physically and intellectually is a winning formula.

Beginning in 2021, FEE will host 200 seminars for more than 15,000 high school students every single year.

Thanks to our partners and generous supporters, we continue to grow our capacity to introduce thousands of students to freedom as a life philosophy through the power of a FEE seminar!



Jason Riddle is the Vice President of Programs and Strategic Operations for FEE.

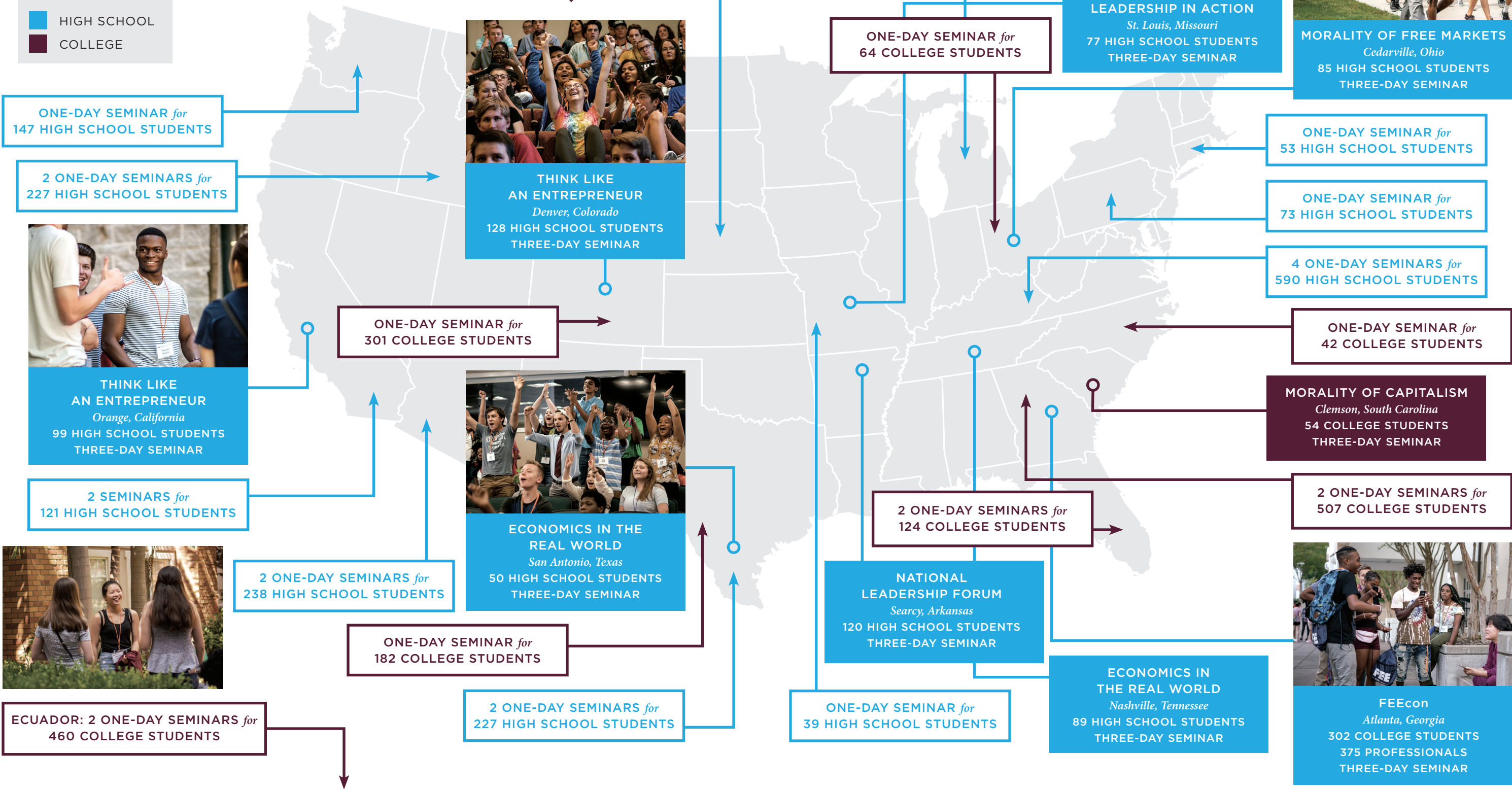
FEE is the leader in youth-oriented, life-changing, and educational seminars on the ideas of free-market economics, entrepreneurship, and personal character.

We focus our seminars on **Millennials who are indifferent toward or unaware of ideas on freedom**, inspiring them to view freedom as a life philosophy that is grounded in strong, ethical character. FEE's seminars communicate the fundamentals of a free-market education.

Our seminars are paired with an emphasis on the importance of **strong personal character**, inspiring young people to be the principled citizens, informed economic actors, and motivated voters of tomorrow.

FEE's STUDENT SEMINARS in 2018

▶ In 2018, FEE hosted 48 seminars, educating 4,464 student participants



PRAISE FOR FEE’S LIFE-CHANGING SEMINARS

TESTIMONIALS DIRECTLY FROM FEE STUDENTS
ABOUT OUR THREE-DAY AND ONE-DAY STUDENT SEMINARS.

THOMAS O'TOOLE
One- and Three-Day Seminar
FEE student

“

I recently interviewed with JP Morgan (for a summer position), and they were more impressed with my experiences with FEE than anything else.



“

I have been always curious about economics and politics and this event provided me with new perspectives on these subjects as well as great educational resources.

EWA SWIECHOWSKA
One- and Three-Day Seminar
FEE student



KARRIE COMFORT
One- and Three-Day Seminar
FEE student

“

Unlike traditional education, everyone wants to be at a FEE seminar, and the knowledge I gained was indispensable.



CHRISTIAN LOCKE
One- and Three-Day Seminar
FEE student

“

I thought the speakers were very good. They made me see things in a different perspective. I found it was very well organized and I loved how our days were packed with stuff to do! I really liked the experience of this FEE seminar and am planning to go to a few of them next year!



MICHAEL REDCHANKIY
One- and Three-Day Seminar
FEE student

“

My time at FEE taught me the intellectual substance needed to defend and promote the ideas of liberty to an audience that may not know of these ideas. I loved my time at FEE and would recommend anyone with an interest in this to attend.



RYAN FERGUSON
One- and Three-Day Seminar
FEE student

“

I left my first FEE seminar feeling inspired and enriched by the experience! I developed connections with people who are great friends today. I had the opportunity to interact with speakers whose work I admire, to explore new ideas, and hear new perspectives.

AN INTERVIEW WITH T.K. COLEMAN

FEE's new Director of Entrepreneurial Education



T.K. Coleman joined FEE in 2018 as our new Director of Entrepreneurial Education. In this new role, T.K. is charged with revolutionizing FEE's programs, especially our student seminars, in an effort to make the "freedom philosophy" familiar, compelling, and credible to underserved youth audiences across the United States.

01 *What was your introduction to FEE?*

I gave a talk at a Students for Liberty regional conference at the University of Pennsylvania five years ago. After my talk, I got into a great conversation with someone from FEE who asked if I would lecture at an upcoming FEE seminar. I didn't know FEE, but jumped at the opportunity. I had no idea how awesome of an experience this would turn out to be and how much it would change my life. FEE attracts some of the most ambitious and open-minded students in the world, and their staff is absolutely first-class. After that first FEE experience, I made a point to participate in as many FEE events as I could. If there's a professional version of "love at first sight," this was it.

02 *Describe your career journey and what motivated you to join FEE?*

After studying theatre, philosophy, and comparative religion in college, my first several years of professional life were entirely centered around following my dreams, experimenting with my interests, and getting answers to questions about how I could best contribute to society while creating a personally fulfilling path.

During that time, I worked nearly every job imaginable. From Applebee's to American Express. I've had glamorous jobs, odd jobs, and everything in between. During this time, I learned the value of taking pride in whatever you do and learning how to manufacture your own

inspiration. More importantly, I acquired the kinds of experiences that liberated me to pursue my goals without a sense of FOMO ("fear of missing out"). Because I have literally pursued every single dream I've had—yes, that even includes auditioning for American Idol at one point—I've never been haunted by the thought of what might have been.

As a result of spending five years in Hollywood, I met a lot of producers who made the business side of the film industry sound amazing. That's when my passion for entrepreneurship was born. I never looked back after that. In addition to my role with FEE, I'm currently the co-founder and education director for an apprenticeship startup where I get to use the lessons I learned from my professional experiences to help others launch their careers.

03 *Why are young people so unaware of the "freedom philosophy" and why is it imperative for us to reach them with these ideas?*

It's less about awareness and more about relevance. These ideas are preached to young people, but usually not in a way that feels compelling or connected to what they actually care about. It's easy to sell ourselves on ideas like "no one cares about the truth anymore" or "no one teaches the important things anymore," but the ideas have always been out there. What's rare is someone who can share these ideas with empathy towards the concerns and challenges of their audience.

Milton Friedman was a great example of this kind of communication. Other people were talking about the same ideas he discussed, but he brought something to the table that made people want to listen. If you want people to really hear you, then you first have to make them feel heard. Milton did that wonderfully. So maybe the question should be "Why are young people so bored by and uninterested in the people who are out there talking about these ideas?" The answer to this question is what FEE and I work toward answering and responding to every day.

04 *Why is it so important that we reach public schools, underserved markets, and communities that historically haven't heard these ideas?*

The ironic thing about these audiences is that they are the ones who have the most to benefit from these ideas. Who is more empowered by the philosophy of freedom and the economic way of thinking than those who feel marginalized and disempowered?

These audiences need special attention from us because these ideas aren't just true. They're liberating. You know that quote from Jesus that says, "the truth will make you free?" I believe that. And that's why it's important. We can't create a free world without creating individuals who think freely. And that requires good ideas. As C.S. Lewis wrote: "Good philosophy must exist because bad philosophy does."

05 *FEE has set a really large goal for ourselves, how are we going to achieve it?*

There's a verse in the book of Ecclesiastes that says "a threefold cord is not easily broken." Here are three folds that hold FEE together and that I believe will help us achieve our goal of reaching underserved markets with the "freedom philosophy:" teamwork, transparency, and a genuine desire to see people live freely.

We're willing to set our egos aside and work together even when that's sometimes uncomfortable and challenging. We're willing to be open, honest, and even vulnerable sometimes when it comes to making sure everyone knows what we're working on and what we're struggling with. And we're more concerned about connecting with our audience rather than making ourselves look smart. Those are the differences that will help FEE make a difference for freedom.

06 *What's one thing you would say to a high school or college student to demonstrate how the ideas of liberty are applicable to their life?*

I would start with a very simple observation about personal responsibility: responsibility does not equal blame. Saying "it's your responsibility to do something about it" is not the same thing as saying "it's your fault that something has to be done about it." In other words, it may not be your fault that you're in a terrible situation, but it is within your power to create a new beginning for yourself.

This small distinction will lay the foundation for helping young people embrace the concept of self-ownership. Everything starts with self-ownership, but it's a hard pill for many to swallow because today's young people been conditioned to think that self-ownership equals self-disparagement. So I would begin by trying to gradually undermine that assumption.

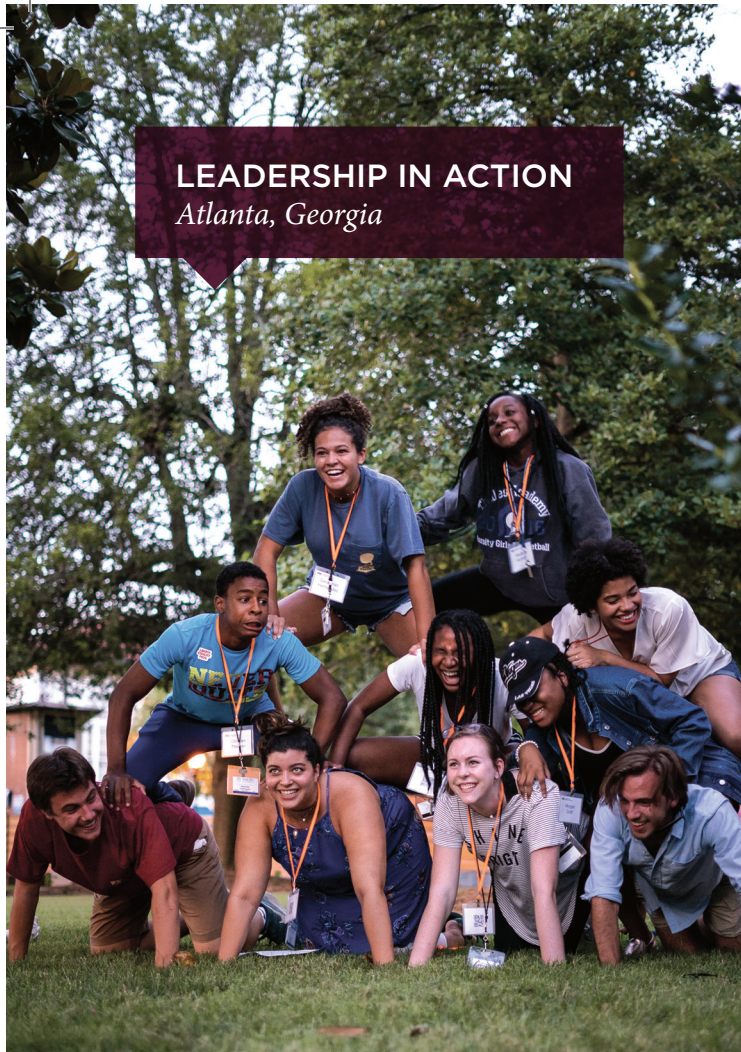
07 *There's a lot more to the freedom philosophy than just free markets, why is personal change the first step to a better, freer, world?*

Well, there's a lot more to free markets than running a business or exchanging goods and services. Markets are about human interaction and all human interaction is a form of marketing. Everything we do in the interpersonal world involves the process of appealing to other people's incentives in order to gratify some tangible or intangible desire.

So if you want to create a freer world, then you have to get better at knowing how to influence people to do the right things. And if you want to influence people to do the right things, you have to get better at communication. And if you want to get better at communication, you have to cultivate an attitudinal framework that makes it possible for you to empathize with people and empower them. And you can't do any of those things from a state of feeling powerless in your own life.

The great legend of sales, Zig Ziglar, says "sales is a transference of feeling." What he meant by that was "If you feel ashamed or unsure about what you're selling, then the person you're selling it to is going to feel the same way."

This is also true when you're selling the ideas of liberty. If you feel unfree in your personal life, then no one is going to resonate with your proclamations about how your ideas can make the world more free.



LEADERSHIP IN ACTION
Atlanta, Georgia



MORALITY OF CAPITALISM
Clemson, South Carolina



MORALITY OF FREE MARKETS
Cedarville, Ohio



ECONOMICS IN THE REAL WORLD
Nashville, Tennessee



**RONALD REAGAN
PUBLIC HIGH SCHOOL**
San Antonio, Texas



THINK LIKE AN ENTREPRENEUR
Denver, Colorado



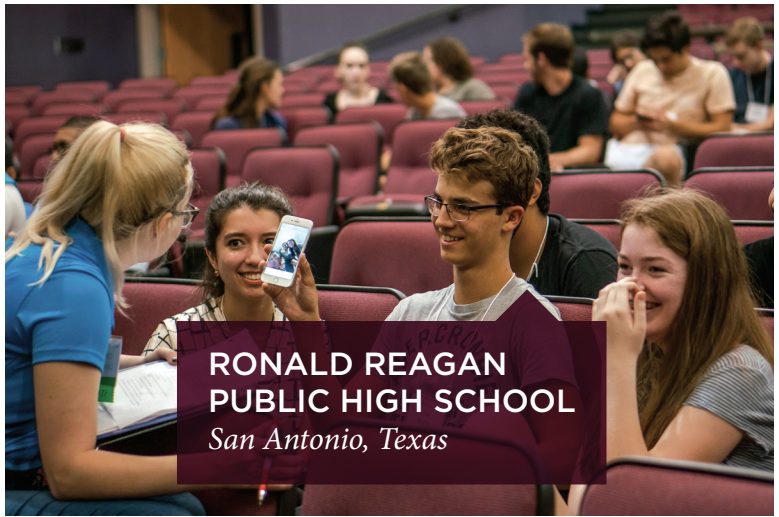
NATIONAL LEADERSHIP FORUM
Searcy, Arkansas



LEADERSHIP IN ACTION
Atlanta, Georgia



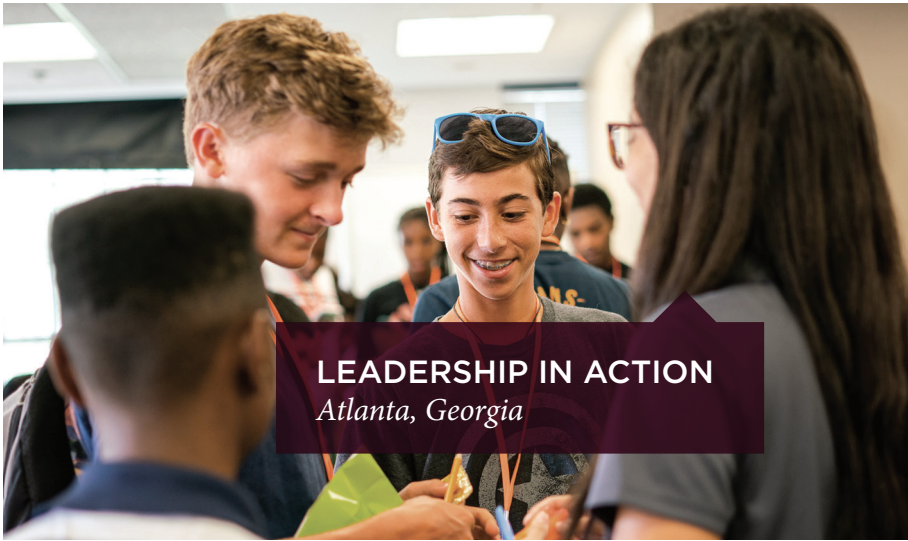
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San Antonio, Texas



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San Antonio, Texas



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