

How to

WIN

in the

21st Century

AND WIN WELL

Rule the Zeitgeist!

J. M. CRONIN



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The town of C'an Picafort, Mallorca, who kindly allowed me to photograph my idea in building form.

Introduction

As an author, all I can offer to you is words and pictures.

In this self-help guide, you are the star of this work.

It cannot escape your notice that, at last count, some 20 million fellow Americans are out of a job, and many towns are dying through lack of internal investment—towns in which many have settled and formed communities where they can raise families.

So, if it's been “back to the homestead” to hit the moonshine, this must change; this is not a state of affairs that we can willingly sustain for very long.

Appropriate to our current economic climate, this book contains everything you need to know about how to start a franchise operation, just like McDonald's or Wendy's, to supply solar-generated electricity.

This will provide a regular job that has a permanent market.

Together we can make this happen.

Throughout this book, we explain how to bring back favorable employment levels and provide an independent, unlimited supply of electricity to the USA, in our towns and cities. The only restriction is zoning laws that may limit the number of cool-looking solar power factories that we can build. But they are unobtrusive, just like any regular building in town.

This is what the USA, this great country of ours, expects.

It is why we are educated to handle the 21st century.

“Necessity is the mother of invention.”

Go get it!

Go make it work!

Get together with your friends, builders, electricians, and so forth. Seek the necessary permits and permissions, and inform local and state government agencies that you want to sell your excess solar-produced electricity back to the national grid. They already have federal issues to deal with, such as carbon trading permits and pollution quotas to meet, so they will be on your side and may even offer you a grant. Keep the spirit of local town investment going. Get a friendly attorney to give the papers a once over to check that all is in order. Source the panels from the USA, Japan, China, or India, as these countries are the most technologically advanced in solar panel efficiency, which will improve exponentially as demand rises and a real, new market in these products is forged. If one of the participants wants to get into import/export business, there is another

job created. Get your friends who are into computers to design computer efficiency models for solar panels. Their motto should be, “For every problem there is a solution.” Then, cover the cool-looking solar factories (as photographed and illustrated in this book) with highly efficient solar panels and sell the electricity to the national grid. Hire a few helpers while you are at it. The conditions are just fine inside—nothing like sending a young urchin up a chimney to sweep it!

If we all do this, we won’t need conventional power plants—oil, coal, and gas, or even nuclear power. Just Dad’s electricity from his cool, 21st century-looking solar-powered factory in town. Do it in your usual cool American-style way; where America leads, the world follows

Remember to seize this moment to continue to rule the future and the zeitgeist. It is much like the beginnings of the computer industry in the 1980s. This will be the future in any event, so ride the wave. This is something for you and your buddies to get up for, and it will help all of our jobless friends, heal our towns, and bring new money and fresh hope into people’s lives. And it beats rehearsing the usual songs in your garage band in such a time of need. And do me a favor and tell the earth that you love it while you are at it. After all, it is essentially what you live for. The sun is your global nuclear power plant, and the rest is about good, honest ingenuity, the odd touch of genius, work, and application. And this is what America does best.

Furthermore, as an author, my main touchstone of recourse is peace and justice seen through the prism of world affairs, art, and music—my main areas of interest and enjoyment.

This book is, philosophically speaking, about how global warming and extreme weather, with their effects in the plant and animal kingdoms, can be devastating to this beautiful planet that we call, however temporarily, home. But man being a creature charged to use his resourcefulness and intelligence wisely, such effects can be avoided.

Home is where the heart is, and power plants belch caustic smoke, nuclear spills, and waste, and waste disposal causes even more pollution. This is not the most sensible way to run the energy industry.

Any fool can see that!

Cheap and abundant solar power, as appropriate to each country (and particularly the USA) is the solution. In the meantime, the folks at NASA can busy themselves with the evolution to a hybrid and then a hydrogen economy in which water is the only spent by-product. This will ruffle no feathers, and no environmental changes will occur because of our energy needs.

Necessity is the mother of invention. This is a phrase that I cannot repeat too often. While you are inventing, remember the phrase, “it will happen,” for love is patient.

Remember also the American dream, and that the beautiful people go the extra mile to succeed.

This will happen, at least in the states. The market is unlimited in number and size, because it makes sense, financially and for the employment market.

We, the people, and the earth will benefit as well, silently and graciously, secretly and in public.

No politics of envy, no nation building, no protectionism.

Just abundant, clean, and cost-effective power that provides employment and tax dollars.

It is aesthetically pleasing to the eye and sound in conception.

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