

**Solving Our Personal,
Community, National and
Global Success Puzzles.
Together, Yes We CAN DO!**



**Establishing a Network of Community
Economic Development Resource Centers
for Self-help, Empowerment and Capacity
Building To Enable Individuals, Organizations
and Communities To Realize More of Their
Potential and Expand Their Capacity to
Help Solve the Global Economic and
Environmental Challenges.**

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www.CanDoResourceCenter.com/YesWeCan.htm

"When a community and its people are empowered, they have the capacity to articulate their needs; to identify actions to solve those needs; and to mobilize and organize resources in pursuit of commonly defined goals.

When the people of a community come together to visualize and work together to achieve a common future, they recognize that everyone--regardless of education, job, race, age, or background--has something important to contribute to personal and community empowerment. Indeed, the greater the diversity of the participants, the richer the vision and the more effective its accomplishment"

Lorraine Garkovich, University of Kentucky

"The significant problems we have cannot be solved at the same level of thinking (consciousness) with which we created them"

Albert Einstein

"By applying the entrepreneurial CAN DO! attitude and the community economic development principles of self-help, empowerment and capacity-building, together we can all help create a shared vision of a better world. We can co-create loving, nurturing communities where individuals and organizations realize more of their inherent potential by applying the universal laws of successful living. We can envision and actualize our highest possible individual and collective potential by living, growing and serving together in harmony with love, hope, trust, and respect for everyone regardless of race, creed, age, gender, or religious preferences.

Together, Yes We CAN DO it."

Charles Betterton

Solving Our Personal, Community National and Global Success Puzzles!

In a recent workshop, **Ultimate Destiny University** asked participants to brainstorm answers to the following question:

“Given the global economic and environmental crises, what attitudes and skills can help us discern and apply more positive, creative, conscious and sustainable approaches?”

Here are some of the answers we received:

Awakening to our spiritual identity.

Realizing more of our inherent potential.

Harnessing our creative mind power.

Flowing our energy to solutions rather than problems.

Remembering who we really are and why we are here.

Fulfilling our life purposes and missions.

Making a difference and leaving a legacy.

Loving, serving and blessing others.

Maintaining a positive mental attitude.

Applying creative thinking and problem-solving.

Manifesting stewardship over the rich talents and treasures entrusted to us by God/Spirit/Source/Creator.

Invitation to Help Establish a National Network of Community Economic Development Resource Centers for Self-Help, Empowerment and Capacity Building

What if the experts who say most people only use about 5% of their potential are right?

What if there are resources already used by the top achievers in our world that could help people utilize more of their potential and harness their creative power so they could become part of the solution to the global economic and environmental challenges we face?

And what if for the first time in the history of the world, there was a way and an available technology to provide a comprehensive and integrated system for bringing the best of these tested and proven resources to millions of more people, organizations and communities world-wide?

How might empowerment and capacity-building be enhanced through an international network and an infrastructure of transformational learning centers staffed by facilitators trained to help individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over?

Would the world be a better place? Would we be better able to identify and resolve the root causes of the many complex challenges and problems we face as a global family?

Mark Twain thought so, and so do we . . .

“Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have.” Mark Twain

Earl Nightingale, the “Dean of Motivation” and co-founder of Nightingale-Conant told a story about a father who was trying to work who had a young son who wanted to play. The father cut a picture of the world out of a magazine and made it into a jigsaw puzzle. He gave it to his son and told him that they could play when he had put the puzzle back together.

The father who had imagined that it would take his son at least several minutes to complete the task was surprised when his son returned almost instantly back with the puzzle completed. When he asked his son how he had managed to put it together so quickly, his son answered: “It was easy Dad. There was a picture of a man on the other side and when I put the picture of the man together, the world was together too.”

President Elect Obama inspired millions of us to know that the answer to whether we can solve any challenge -- or achieve any worthwhile goal is -- "Yes, we can!" For several decades, many successful prototypes for helping empower individuals, organizations and communities to develop a Can Do! attitude have been tested and proven.

Many of these award-winning models are showcased at www.candoresourcecenter.com. With the visionary leadership of President Obama, the shared vision of thousands of locally initiated Community Empowerment Resource Centers will manifest and bless and serve millions of Americans. By providing expanded access to community economic development principles and practices for self-help, empowerment and capacity building, the American people will help solve the national and global economic (and environmental challenges) and America will fulfill its ultimate destiny of helping enlighten the world.

Whatever you can vividly imagine, ardently desire, sincerely believe and enthusiastically act upon, must inevitably come to pass." Paul J. Meyer

Mr. Meyer, the leading self-improvement author of all time, founded Success Motivation, Inc., which has been the world leader in personal and corporate development for more than 40 years. During the company's history of helping people and companies in more than 70 countries, they have discovered that successful people and organizations possess five primary success skills. They have a positive mental attitude, they are goal-oriented, they are self-motivated, they're masters at managing their time around their priorities and they are masters at managing their financial resources to support their priority goals and values.

Introduction to Ultimate Destiny University for Successful Living

Ultimate Destiny is fostering the realization of human potential and "expanding the circle of success" through the establishment of an international network of facilities and facilitators that provide resources for personal, organizational, and community empowerment. Our team has been conducting research for more than 40 years on the best programs, products and trainers to discover those that actually deliver results and help participants learn how to develop successful living skills.

We have developed dozens of new proprietary programs, products and systems that help people learn how to learn. We have also developed strategic alliances with the producers of best-selling programs and have developed adaptations of their programs designed to be more effective for the populations we serve, especially those who may have had limited experience with development training materials. www.expandingthecircleofsuccess.org.

We are helping these individuals learn how to put their own "success puzzles" together. And just like the story about the father and his son, as the individual pieces come together for each person, the puzzle for the whole world begins to come into focus.

In addition to product development activities, we have been designing, testing and refining various models for the local delivery of educational programs which has been documented in some of the hundreds of newspaper articles at www.CanDoResourceCenter.com.

This work has included: developing award-winning Community Resource Centers and Centers for Successful Living; creating a Success Center Partnership for the Muncie, Indiana Public Housing Authority; and creating CAN DO!, a turn-key system for helping

organizations and communities learn how to pool their resources and co-produce large scale development training programs featuring some of the top success coaches in the world such as Brian Tracy, Les Brown, Jim Rohn, Jim Britt, and Mark Victor Hansen.

While these prototypes for locally initiated community resource centers provide the “brick and mortar” component of our marketing and distribution strategy, we also have incorporated “click and learn” technologies for distance learning on the Internet through Ultimate Destiny University. www.ultimatedestinyuniversity.com

We envision an international network of thousands of local **Empowerment Resource Centers™** staffed with certified **Success Coaches, Empowerment Consultants™** and **Empower Mentors.™** These centers will provide new and expanded distribution channels for the world’s best resources for personal, spiritual, organizational and community empowerment.

As a result, millions of people will develop a larger vision of themselves. They will learn how to set and achieve goals, increase their performance levels, manifest stewardship over increased financial resources, fulfill their highest possible destinies and live happier more productive lives.

There is the potential for thousands of new businesses and millions of new jobs to be created. Families, neighborhoods and communities will be empowered and strengthened. Successive generations will realize more of their potential and America will fulfill its ultimate destiny as an example of a fully actualized society.

Our ultimate goal is to help tens of millions of people world-wide awaken to their true spiritual identity, realize more of their potential, discover and fulfill their purposes. We plan to serve as the catalyst for the establishment of thousands of locally initiated facilities all over the world and the certification of thousands of facilitators. This will be accomplished primarily through strategic alliances with some of the world’s leading resources for success and empowerment, including world-class success coaches and trainers.

Introduction to Community Economic Development by Charles Betterton, MSCED

After living in intentional communities for many years and working in community and economic development, I discovered the field of community economic development (CED). Within months of learning about the CED Masters program at Southern New Hampshire University in Manchester, NH, I entered the only graduate degree program in the field in 1990.

Through the CED program, I learned that the primary goal of community development is to help people improve their economic and social conditions. Community economic development, a subset of community development, is a people-initiated strategy that seeks to develop the economy of a community, region or country for the benefit of its residents.

Community economic development strategies seek to develop efficient, productive and profitable ventures and programs within the context of a community's social, cultural and political values. The strategies include issues such as:

- * local ownership of economic resources;

- * citizen participation; and

- * building the capacity of local people to participate in and manage the development process.

This introduction to the significant differences in CED helped me understand why so many traditional approaches to community and economic development fail. It is primarily because they lack the comprehensive focus and the commitment to self-help, empowerment and capacity building inherent in community economic development.

During an introductory class in the CED Master's program, my classmates and I developed the following list of the root causes of the problems that threaten our society:

- * The "Me Generation"
- * Getting away from God
- * Lack of spirituality
- * Lack of common vision
- * Absence of wisdom
- * Focus on accumulation versus circulation
- * Spiritual and cultural disintegration and the
- * Lack of an appropriate values system and ways to express it.

The following month we considered potential solutions to these problems by reflecting on the values of community economic development which we described as including:

- * Active citizen participation in government and community
- * Focus on human development and community development
- * Building collaborative partnerships
- * Local resource utilization
- * Application of cooperative principles
- * Retention of wealth in the neighborhoods
- * Seeing personal and organizational goals within the context of community and society
- * Consideration and appreciation of multicultural differences in religion, race, values, perspectives and communication
- * Enabling people and communities to empower themselves
- * Recognizing a spiritual underpinning, a sense of oneness

After twenty-five years of serving in various management capacities in community and economic development programs at the local, state and national level, I can attest to the significance and relevance of these CED Principles. Many communities are discovering that the principles and practices of community economic development provide a framework and formula for addressing the root causes of major concerns such as crime, drugs, gangs, quality of schools, increasing multi-cultural diversity and the need for jobs.

My team and I have observed that there are three primary factors that determine the level of success we realize in life as individuals and organizations. I believe these are the clarity of our vision, the definiteness of our purpose and the appropriateness of our attitudes and actions. We also believe these three success factors are applicable at the community level. We are therefore committed to helping provide expanded access to resources for personal and community empowerment. Over the past few years, we have discovered and collected a wealth of resources on the many different approaches to community and we are always happy to share this information with anyone who is interested.

"Mr. Betterton's project for the 1990-1992 Community Economic Development Masters program at Southern New Hampshire University was to promulgate CED principles and practices. The fact that he turned down a HUD Community Builder Fellowship worth \$250,000 in 1998 (when he was earning less than \$25,000 a year) to continue the non-profit community empowerment work he and his team had underway at the time demonstrates his commitment to what he and his classmates defined as the foundation of CED: self-help, empowerment and capacity building." ---

Michael Swack, Professor, the Carsey Institute, University of New Hampshire and founding Dean, School of Community Economic Development, Southern New Hampshire University

Invitation to Participate

Ultimate Destiny seeks to help people, organizations and communities realize their full human potential by providing them with expanded access to educational programs and services including personal, professional, organizational, community, and social development and empowerment. One project is the proposal to establish a national network of community resource centers designed to foster self-help, empowerment and capacity building, the three foundational principles of community economic development.

We invite your participation in whatever way best serves you! For more information, please review the draft overview of **Solving Our Personal, Community, National and Global Success Puzzles** and visit www.UltimateDestinyUniversity.com.



Solving Our Personal, Community, National and Global Success Puzzles. Together, Yes We CAN DO!



**There are six primary aspects or “sides”
to the Yes We CAN DO! Ultimate Destiny Success Puzzle.**

**Each of these six primary aspects of the vision of how to establish a national
network of Community Resource Centers for Self-help, Empowerment and
Capacity Building is presented in more detail in the following pages.**

Capacity Building Resources	Potential Resource Providers
Possible Local Sponsors	Possible Major Funding Sources
Revenue Streams and Profit Centers	Implementation Strategies and Action Steps

Self-help and Empowerment Capacity Building Topics

Successful Living Skills	Entrepreneurship Microenterprise Development	Co-creative Visioning	Strategic Planning
Establishing Multi-sector Collaboratives	Strategic Alliances and Joint Ventures	Social Enterprise Development	Community Economic Development
Co-producing Community Training Events	Internet Radio and Video Broadcasts Networks	Cooperative Publishing and Electronic Publishing	Harnessing the Power of Internet Marketing

Examples of Potential Major Resource Providers

Ultimate Destiny University for Successful Living	Nightingale- Conant Corporation	Napoleon Hill Foundation	Social Enterprise Institute
Community Economic Development Masters Program	Paul J. Meyer Companies	Mark Victor Hansen and His Foundation	National Urban League
National Centers for Independent Living	United Way of America	Ken Blanchard, Anthony Robbins, Steven Covey, Brian Tracy, Les Brown	National Congress for Community Economic Development
National Association of Housing and Redevelopment Officials	Imagination Center Empowerment Marionettes	National Foundation for Teaching Entrepre- neurship	National Center for Community Education

500,000 Potential Local Sponsor Agencies

United Way Agencies	Public Housing Authorities	Community Action Agencies	Community Development Corporations
Community Foundations	Urban Leagues	Neighborhood Housing Services	Centers for Independent Living
Junior Leagues	Small Business Development Centers	Service Clubs	Youth Service Agencies
Chambers of Commerce	Local, Regional and State Economic Development Agencies	Educational Institutions	Public Libraries

Examples of Possible Major Funding Sources

HUD U.S. Department of Housing and Urban Development	SBA Small Business Development Agency	U.S. Department of Labor	Other Federal Agencies
State Agencies	Corporate Sponsors	Foundation Grants	Program Related Investments
Private Donors	Service Clubs	Equity Investors	Fees for Services and Contracts

Revenue Streams and Profit Centers

Sponsorships	Grants	Donations	Memberships
Product Sales	Event Revenue	Tuition	Scholarships
Expos	Resource Showcases	Symposiums	Consulting Services
Income from Equity Investments	Contracts	Speakers Bureau Services	Affiliate Programs

Implementation Strategies and Action Steps

Refine and Share This Vision	Publicize and Promote Co-creative Participation	Establish Model Empowerment Resource Centers	Conduct Ongoing Research and Development Activities
Attract Strategic Alliance Partners	Establish Advisory Boards and Committees	Design and Deliver Introductory Seminars and Workshops	Attract Corporate Sponsors
Produce and Distribute Teleseminars and Webinars	Develop and Implement Fundraising Campaign	Apply for and Obtain Foundation Funding	Release a Request for Proposals for Local Sponsor Agencies
Conduct Joint Ventures with Strategic Alliance Partners	Establish One or More Equity Vehicles and Revolving Loan Funds	Generate Funding for Making Equity Investments	Conduct Ongoing Visioning, Strategic Planning and Evaluation Procedures

To participate or obtain more information, please contact Charles Betterton, CEO of Ultimate Destiny University at 760-212-9931 or by email at charlesbetterton@gmail.com. www.UltimateDestinyUniversity.com.

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