

The Collective Power of us: *We The People!*

"We all want progress, but if you're on the wrong road, progress means doing an about-turn and walking back to the right road; in that case, the man who turns back soonest is the most progressive. And if that is so, we must go back. Going back is the quickest way on."

—C.S. Lewis

*"Unless someone like you cares a whole awful lot,
Nothing is going to get better. It's not."*

— Dr. Seuss, from *The Lorax*

We live in the greatest country on Earth. For the past 200 years our freedom and democracy have been shining examples to the rest of the world; driven by a strong cultural work ethic and fueled by the economic engine of free market capitalism.

American capitalism first began in the seventeenth century when Puritans left England for America and motivated by a desire for greater religious freedom from the Church of England.

They were an altruistic group in search of a new free economy that combined the core values of hard work, investment and savings, with the unwavering belief that doing good was good for business. This was the Puritan Protestant formula for entrepreneurial virtue referred to as the Protestant Work Ethic. Entrepreneurs were motivated to make money by providing a much needed product or service to society. For their risk and success they would earn profits. Everyone benefited.

Something very troubling has happened since then. All of *us: We The People* have become victims of a sick and broken economic system that is destroying our future. Painful symptoms are everywhere.

Polarized Politics & Government; America's Education System Is In Crisis; Health Care Costs Are Sending Americans To The Poorhouse; Financial Services Sector Is Dominating Our Economy; Depleted Natural Resources; Extreme Poverty; Toxic Environment; Lack of Civility in Public Discourse; Pervasive Hypocrisy

Even the very wealthy are unable to insulate themselves. It is an incapacitating vicious circle where economics dictate our cultural values instead of our cultural values dictating our economics. And it is accelerating our demise! Instead of being our servant, money has imprisoned our Republic, replaced it with a Corporate State, and annihilated our moral compass. All mechanisms within the political process to protect citizens from accelerating impoverishment, internal control and corporate abuse have been ruptured.

Our great nation is losing its soul as a result of our addiction to chasing money. Unfettered capitalism and globalization are killing our ecosystem and creating a worldwide system of neo-feudalism.

But there is an antidote to this sickness; **The GLEENKS®** and **Culture of Green®**. And we are thrilled to introduce them to the World.

Imagine a business where the only measure of success to achieve an altruistic objective was to make as much money as possible for all stakeholders.

Imagine a business where the marketing message to the consumer inspires the purchase of our stakeholder's products for personal as well as global benefit.

This is what our business opportunity is about!

1. **The GLEENKS[®] & Culture of Green** have created a sound business model that will make a difference for our planet and offers exceptional potential return for our investors.
2. The future of our planet depends on our ability to balance the relationship between what we take from the earth to what we give back. This lifestyle of sustainability is the definition of a green culture.
3. **The GLEENKS[®] & Culture of Green** have created a compelling platform that communicates an important and relevant message to the mainstream consumer inspiring them to take action and purchase our stakeholder's "green" products.
4. It's clear our society is slowly moving towards becoming a green culture. Our future depends on it. The marketplace is the only way we are going to get there. Pure economics! Corporations with vision recognize this and are leading the way. What is lagging behind is the demand for green products by mainstream consumers. Our research tells us there is a desire by a significant percentage of mainstream consumers to be part of the solution – to want to live "greener" but aren't there yet – they need help!
5. **The GLEENKS[®] & Culture of Green** will lead the way by accelerating the production of more green products at more affordable prices through the basic and sound principles of economics (greenomics).

THE COLOR OF GREEN

Green is life! Green signifies hope, growth, renewal, health, the environment, commerce, and currency. Green represents the highest standard in both the physical and humanistic parts of our world. When we refer to green products we refer to products that are good for the physical world

and good for humanity. Products good for the physical world are environmentally friendly. Products good for humanity are produced utilizing fair trade & employment practices.

Green products are referred to in many different ways; eco friendly, environmentally friendly, Earth friendly, natural, organic, renewable, clean, efficient, conservation, recycle, up-cycle, smart growth and sustainable are the most common. These are all terminologies used to describe a movement that recognizes the importance of producing products created with the earth in mind; products developed with renewable resources and utilizing environmentally sound production processes.

Culture of Green® is about securing hope for our future through the acceleration of a global green lifestyle: *A Lifestyle For Our Future*® **We will provide a tailwind in the Global Race Towards Sustainability by Connecting Greenstream Companies with Mainstream Consumers.**

WHAT IN THE WORLD ARE GLEENKS®?

That's not an easy question to answer. Besides being a fun word to say, GLEENKS® are alien friends from a way far away solar spectrum. GLEENKS® are endearing, mystifying and colorful creatures possessing knowledge, insight and abilities far beyond humans. GLEENKS® have the ability to use a whopping 129% of their 130% brain power! Along with that, they possess an incredible innocence, humor and concern for all beings. GLEENKS® have no ego, no jealousy and hold a deep understanding of diversity. To be a GLEENK® is to be an environmental advocate, a teacher, ambassador of good will and an eternal optimist. GLEENKS® are "Heartists" and are the quintessential example of a "Green" culture.

One of the many GLEENK® goals is to secure the well-being of their planet, Amada, and its inhabitants. In their unique GLEENK® -like way they will do everything unhumanly possible to steer the future of GLEENK® and, soon mankind as well, in the right direction. GLEENKS® might cause the canine to eventually relinquish its title as "man's best friend!"

GLEENKS® live to be thousands of years old and have a strong respect for their elders. Like humans, they each have their own distinguishing external characteristics. And, like not enough humans, they all share a common belief in fairness and equality. They realize the significance of a strong moral and ethical structure and the great importance of education. In other words ... ***they're good guys.***

WHERE'S HOME?

Home for the GLEENKS® is the planet Amada (which means beloved) on the Quintsec level of the solar system Varoom. Amada which is pristine and beautiful has recently been plagued by a strange and threatening environmental phenomenon. Something yucky is slowly poisoning the air and water of the GLEENKS® beloved planet. A planet that happens to be atmospherically identical to earth, Amada is wilting, losing its lush color and the GLEENKS® that live there are doing the same.

THE GLEENKS® ARE COMING!... BUT WHY?

While dining at a Chinese restaurant on Amada, the Supreme I Commander of the GLEENK® counsel, Theal Biloba, received a prophetic message in a fortune cookie. It read: "THE ANSWERS TO YOUR PROBLEMS ARE ON A SMALL BLUE PLANET". Knowing that Earth was known as the 'blue planet', due to its immense water content, Theal organized an elite search mission party for immediate departure. Destination ... the blue planet, Earth. And so a hand-full of hopeful GLEENK® hero's speed towards Earth in search of the answer that could save their planet from certain destruction. They have an instinctive hunch that the answer lies somewhere in the water in a 500 million year old plant.

WHAT'S IN THEIR WEIRD LITTLE HEADS?

Stuff that we earthlings could not begin to know what to do with; knowledge of our past and our future because GLEENKS® have all ready been there! GLEENKS® have the ability to digest almost any information that exists anywhere in any Universe. They are all very well educated so they're smart little creatures and, if we let them, they have much to share with us.

PARLEZ VOUS 'GLEENKNESE®'?

How does one communicate with these beings of supreme intelligence? Any way they like! GLEENKS® have the uncanny ability to understand and speak any language after hearing just one word of it. GLEENKS® can also converse with any animal, mammal or insect on this earth. Lookout, Dr. Doolittle!

GLEENKS® ARE JUST LIKE US ... sort of ...

GLEENKS® love to laugh although they don't always do it at the appropriate moment. They are harmless pranksters. They love music, nature, the truth, and root beer! Being mechanically inclined a GLEENK® can fix anything from a broken bike to a broken heart. GLEENKS® are cool. BUT ... an alien is still an alien! Although GLEENKS® share many common traits with humans they are still unrivaled in their own weirdness and GLEENK®-like qualities. For instance GLEENKS® can alter their size by extending any or all of their appendages. It's their way of adjusting to a situation. GLEENKS® can apply all six senses in all directions at the same time and they insist that anyone can do it. They can also propel themselves at speeds of up to 100 miles per hour by simply flapping their feet. Imagine what that would mean to a basketball team! Above all, GLEENKS® possess a deep understanding of human nature that can be a lesson to all of us: *"We The People"*. *Their greatest desire is to encourage everyone to 'Think GLEENK®' by thinking about the world they live in, believing in themselves and caring about others!*

ANY BAD GUYS?

Absolutely! Half synthetic, half organic creatures known as GLOOMAX®. Misfit garbage collectors from the dark, cold planet Moron located on the lowest level of the solar system Varoom. GLOOMAX® are your basic space garbage collectors. Everything in their world is made of some old piece of rusted stuff that had been floating around in space. Led by their seemingly fearless leader, Bigg, GLOOMAX® are sneaky, annoying, gross creatures with smelly feet. They never seem to do anything right. *Disgusting! They are "STUCK ON STUPID"!!*

WHAT'S WITH THOSE GLOOMAX[®]?

GLOOMAX[®] would love to trash the GLEENKS[®] so they could inhabit the beautiful planet Amada. They have tried everything including building a Hitchi 4-Track Dissolve Machine. A bizarre looking contraption engineered by Avvi, one of the smartest GLOOMAX[®], who is still pretty dumb. The Hitchi 4-Track Dissolve Machine was designed to dissolve all GLEENKS[®] and secure the planet Amada for the GLOOMAX[®] to live on. Unfortunately, the devise malfunctioned right before it reached Amada. Instead of destroying the GLEENKS[®] it sent a devastating chemical raining down, wreaking havoc on Amada's air and water. The planet could be going bye-bye. So the GLOOMAX[®] are also interested in that 500 million year old plant on Earth that might save Amada. *Dumb-da-dumb-dumb!*

AND THAT'S NOT ALL

The GLOOMAX[®] have good reason to believe that the young GLEENK[®] Keedo is not a full GLEENK[®] by birth but actually half GLOOMAX[®]. They desperately want to capture Keedo and claim him as one of their own. They need all the GLOOMAX[®] they can get --especially one with brains! And so the GLOOMAX[®] quest is three-fold: find a way to stop Amada from being poisoned so they can inhabit it ... cream the GLEENKS[®] ... and capture the young Keedo.

THE GLEENK[®] MISSION

In their quest to discover what is poisoning their planet, GLEENKS[®] realize that Earth could use some help too. They have also made it part of their mission to have a positive influence on the younglings of Earth; to show them how to open their minds through education and to open their hearts to each other. GLEENKS[®] hope to set good examples of how to interact with each other, how to share the resources of our planet and live together in harmony. And, while they're at it, they intend to spread their unique **GLEENKONIAN[®]** good will.

The GLEENKS[®] adapt the Culture of Green[®] narrative as its own lexicon and through their special ability to empathize with Humans they share it with the world.

The GLEENK'S[®] goal is to help humanity save itself from a dismal future. They observe the Earth is stuck in a dysfunctional system called yuckynomics, where economics dictate cultural values. This perverted system is a vicious circle that is accelerating and propelling humans on a path of destruction through GLOOMAX-like behavior.

They believe the broken system must be fixed to empower our human values to control our destiny.

GLEENKS[®] are a reflection of humanity's highest potential, and the instrument they will use to transform **us: "We The People"** will be **"Think GLEENK[®]"**.

They want **"Think GLEENK[®]"** to become the de facto aphorism that implies making a choice followed by an action benefiting humanity and Planet Earth. These choices are made with great love.

Since economics is the engine that drives human behavior, **"Think GLEENK[®]"** will be the super fuel that drives the engine. This model of **"Think GLEENK[®]"** economics is called **"Greenconomics"**.

The GLEENKS[®] teach us the real power **"We The People"** possess is threefold.



1. Control over our thoughts
2. Control over our actions
3. The choice of where we spend our money.

The strength of the word “Green” is waning. “Think GLEENK®” picks up the green baton and reenergizes the “green” movement with **THE GLEENKONIAN® Revolution**.

THE GLEENKONIAN® Revolution is an economic social movement designed to reshape our identities, values, our conduct, and how we treat others. We take back control of our world and create the kind of future we want for our children.

Think GLEENK® commences the thought process with a decision of action that support the desires of our society to dictate our economics based on our cultural values.

In other words, We “**Think GLEENK®**”, then we choose to spend our money on “green” products and services.

Our collective demand will stimulate competition, innovation, and lower prices in the marketplace. In addition to transforming ourselves and our environment towards a healthier reality, we will become better human beings in the process.

GLEENKS® are bound to capture hearts through their entertaining, educational adventures, and will definitely change our views of human relationships.

GLEENK® Virtues versus **GLOOMAX®** Virtues.

THE GLEENK® VIRTUES

assertiveness
 caring
 cleanliness
 commitment
 compassion
 confidence
 consideration
 cooperation
 courage
 courtesy
 creativity
 detachment
 determination
 diligence
 enthusiasm
 excellence
 flexibility

forgiveness
 friendliness
 generosity
 gentleness
Gratitude
 helpfulness
 honesty
 honor
 humility
 Idealism
 integrity
 Joyfulness
 Justice
 kindness
 love
 loyalty
 moderation

modesty
 orderliness
 patience
 peacefulness
 perseverance
 purposefulness
 reliability
 respect
 responsibility
 self-discipline
 service
 tact
 tolerance
 trust
 trustworthiness
 truthfulness
 understanding
 unity

The GLOOMAX® VIRTUES

apathy	indulgence	procrastination
carelessness	Infidelity	promiscuity rudeness
cowardice	ingratitude	ruthlessness selfish
corruption	insincerity	ambition selfishness
cruelty	immorality	self gratification
Dishonesty	Impatience	slothfulness
dishonor	impurity	strife
disobedience	irresponsibility	unfairness
disrespectfulness	jealousy	unfaithful
drunkenness	laziness	unkindness
excess	lust	vanity
envy	malice	violence
greed	perversion	
hatred	Pride	
hostility		

THE GLEENK® & CULTURE OF GREEN® STRATEGY

The transformation to a **Culture of Green®** will be enhanced by the creation of **The Earth's Business®** clearinghouse that brings **Think GLEENK®** consumers together with **Think GLEENK®** companies. This clearinghouse will be a portal on the Internet, whose ultimate goal will be to accelerate green commerce. Concerned Human **GLEENKS®** will communicate with other Human **GLEENKS®** to share ideas. **GLEENK®** Corporations will find consumers interested in green products. The clearinghouse will grow gradually but virally. By exploiting the powerful social trend toward the aggregation of individuals (**Web-based social communities), we will initially target the early green adopters, the green pioneers who are already leading the charge toward a green culture. These pioneers constitute the core of passionately committed consumers of green who have demonstrated a level of sophistication in their ability to acquire and disseminate corporate and product information before making their green purchasing decisions. Their involvement, commitment, and leadership toward becoming a **Culture of Green®** will help us pull in other **GLEENKS®**.

**Through the emergence of social media we are at a pivotal point witnessing a profound shift on the psyche of the American citizen; the special American value of community, where everyone can still achieve whatever they want in life by joining together as one people and helping each other. There is a big opportunity. "One in 14 people on the planet use Facebook. The average Facebook user has about 140 friends. The ability to take any new idea or media product—and to optimize it for social (media) means it can become a phenomenon very quickly in a way that we didn't have as a communication vehicle before." (Michael Wolfe, ex President of MTV)

Also as compelling “is the central concept of collaboration. How do I share information?” (Tom Glocer, CEO of Thomson Reuters)

The GLEENKS® are ready, willing and able to lead us back to health.

NAMING AND FRAMING THE INITIATIVE “THINK GLEENK®”

The financial success of any initiative is all about marketing execution.

Companies continue to perfect the techniques of mass persuasion. This involves the naming and the framing of an idea. The name of the idea is a phrase that will bring all stakeholders together. If it is successful, the phrase becomes a brand that can evoke a particular emotion. With effective framing, this emotion enables the branding phrase’s message to summon a call to action. Successful companies use the phrase to inspire their employees, attract new customers, and drive up the price of their stock.

The Earth’s Business® has a marketing phrase, or mantra, that will be leveraged as both an internal communications device and an external marketing vehicle. As an internal message, it will inspire all of us to action. As an external marketing vehicle, it will communicate our core message of green to the marketplace. The mantra is a potent combination of words that taps into a great power. These words, at their most obvious, invite and envelop everyone into one of the most significant movements of all time: The social economic movement of **greenconomics**. Here is the phrase: **“THINK GLEENK®”**

“THINK GLEENK®” will become the rallying cry that the whole world will embrace, consciously trying to transform our cultural behavior to create a better future for current and subsequent generations. There are currently tens of thousands of independent and passionate green organizations, each promoting its own agenda. And the movement is growing. There is an unlimited amount of potential in that passion. **“THINK GLEENK®”** is about transforming that potential into power and possibility. To **“THINK GLEENK®”** is to be part of the solution.

If you are not **Thinking GLEENK®** than you are a **GLOOMAX®**, perpetuating the dysfunctional yuckynomics: **“STUCK ON STUPID”** behavior.

Culture of Green® is an inspired intergenerational global community that has embraced a **Culture of Green®** lifestyle and that is empowered to reclaim the sustainability of our planet.

The genius of **“THINK GLEENK®”** is that it is a symbolic linguistic device that encompasses the entire green movement under a single umbrella. **“THINK GLEENK®”** is like a giant magnifying glass concentrating sunlight onto a small spot to create very high temperatures. Or it is like a special prism that can harness the collective potential power of all the individual rays of green light, a prism that combines and maximizes the passion and potential of those individual rays to create a focused laser that packs a tremendous wallop.

Within the Culture of Green, everybody has the Capability of Greatness. The **GLEENKS®** have all the power. Everybody can be on the **GLEENK®** T.E.A.M. (standing for “The Earth Always Matters”)! As an owner of The Earth’s Business, we will all want to be a member of the **GLEENK®** T.E.A.M. Each person’s self-efficacy will be raised through the recognition that he or she is empowered to make a world of difference. **THINK GLEENK®!**

THINK GLEENK®! will assist us in accelerating our adoption of a *Culture of Green®* by acting as a signifier, a magnetizer, and an influencer for all consumers, corporations, and communities of green. **THINK GLEENK®!** will enable all **GLEENKS®** to communicate with one another through *The Earth’s Business* clearinghouse— **GLEENK®** corporations to **GLEENK®** consumers, and **GLEENK®** consumers to other **GLEENK®** consumers. The *Culture of Green®* icon will help emphasize and remind everyone of the **GLEENK®** values we espouse.

We will create and execute a top-down marketing plan that will reach out into the marketplace and attract people to join the **GLEENK®** T.E.A.M. You can think of the implementation of this plan as The **GLEENKONIAN®** Revolution. Our goal is to build the brand **THINK GLEENK®!** from the top down and to drive people to action. We can achieve our solution to accelerate the transformation into a *Culture of Green®* by disseminating the metaphor of *The Earth’s Business* and by effectively framing the symbiotic relationship between individuals, business, and the environment. To accomplish this, we will combine the power of this unique linguistic device, the techniques of persuasion, and most importantly the entertaining adventures of **The GLEENKS®**.

We will ask people to pledge themselves to this initiative by signing up through the Web site. When they sign up, they will be rewarded with the **THINK GLEENK®!** T.E.A.M. icon, which will signify their commitment to green. Their display of the icon will attract others, and the movement will grow and gain steam. Together, all of humanity will participate on the same team, the **GLEENK®** T.E.A.M. Green commerce will be accelerated. Together we can reverse the destruction of our planet and return it back to sustainability!

In the spark of creativity lies the future of our planet.

How do we begin? The first step in any journey is always the toughest. After we attract our team of stakeholders, we can begin the five-step strategy (a process) to move the hands of time back to Earth’s sustainability. The first step, the most critical step, will be to raise awareness of the movement **THINK GLEENK®!** Once we gain traction from raising awareness, the other four steps—providing knowledge, generating empowerment, transforming behavior, and accelerating greenomics—will flow naturally and are addressed in the **The GLEENKS® & Culture of Green®** business plan.

What follows are five substeps to our major step 1, the raising of awareness (**The GLEENKS®**),