

## Yaron Brook and Don Watkins's Upcoming Book Picked Up by Major Publisher

Books play an important role in shaping a culture, which is why ARI has made producing high-quality, influential books a centerpiece of our strategy for spreading Ayn Rand's ideas. *Impact* is thrilled to announce that, towards this end, leading publisher Palgrave Macmillan will release *Free Market Revolution: How Ayn Rand's Ideas Can End Big Government*, written by ARI executive director Yaron Brook and ARI analyst Don Watkins. The book will be available in bookstores on September 18.



Yaron Brook Don Watkins

"Our book looks at why, no matter which party is in power, no matter the mood of the electorate, government keeps getting bigger and bigger—and it explains what can be done to stop it," said Mr. Watkins. "Our answer, in short, is that government keeps growing because people don't like the fact that capitalism is a selfish system." He added, "What we show is that capitalism is selfish, but that that is a good thing."

*Free Market Revolution* is targeted primarily to those, such as Tea Party activists, who are alarmed

by the state's increasing control over the economy. "Americans," Dr. Brook said, "are more open to pro-capitalist ideas in general and Ayn Rand's ideas in particular than they have been at any other time in recent history. It's critical that we take advantage of this fact. Our book goes a long way to that end. Our goal is to reach the better people on the right and help them take a light-year step forward in their understanding of capitalism."

Commented ARI publishing manager Richard E. Ralston: "The first step to reaching our target audience is to get the book into their hands. The fact that Palgrave Macmillan will be publishing the book will go a long way toward helping us achieve that goal. We want *Free Market Revolution* to be widely read and talked about, and Palgrave Macmillan's experience, prestige and marketing and distribution expertise will help with that enormously."

Dr. Brook and Mr. Watkins have been long-time collaborators (see their most recent *Forbes* .com column on page 3), and the book came out of their work together. "We both wanted to do a book on the morality of capitalism," said Mr. Watkins, "but the challenge was to figure out a way to talk about these complex philosophic issues in a way that would be clear, engaging and fun for the average American to read. That was the goal we set for ourselves and we can't wait for readers to judge whether or not we succeeded."

*Free Market Revolution* will be available for pre-order on Amazon in early April. Check out the table of contents on this page!

### ***Free Market Revolution: How Ayn Rand's Ideas Can End Big Government***

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## Objectivist Summer Conference Updates

### *Registration Opening Next Month*

If you are looking for an opportunity this summer to learn about Ayn Rand's ideas and meet other fans of her work, look no further than the annual Objectivist summer conference. Packed with numerous educational offerings from top experts in Objectivism and fun social activities, this event promises to be one of the most engaging, informative and inspiring of the year.

This year's conference will take place June 30–July 8 in beautiful San Diego, California, at the Sheraton San Diego Hotel and Marina. ARI will begin taking registrations early next month at [objectivistconferences.com](http://objectivistconferences.com).

#### **New Event Added to Conference Lineup**

*Panel Discussion on the Legal Challenge to the Patient Protection and Affordable Care Act*

This June, the US Supreme Court will decide the constitutionality of two key provisions of the Patient Protection and Affordable Care Act (otherwise known as Obamacare). At issue, among other things, is whether the constitution authorizes Congress to compel individuals to



Sheraton San Diego Hotel and Marina

purchase health insurance (and, if not, whether the entire Act must be invalidated or only the individual mandate) and whether the federal government can use its spending power to force the states to expand coverage under Medicaid.

In this timely discussion, panelists will explain the legal issues in the case and the Supreme Court's decision and will analyze the impact of the decision from cultural, medical

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## ARI Speakers To Address Congressional Staffers

In the November 2011 issue, we reported that ARI would hold regular briefing sessions this year for members of Congress and their staffers. *Impact* is happy to provide more information about these briefings.



ARI will host nine briefings in 2012, during which we will provide attendees with the necessary tools to defend capitalism, promote individual rights and further the case of limited government. We will discuss issues ranging from taxes and health care to environmental policy and

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Discovering

# Ayn Rand's Philosophy

## “The Comprachicos”

Each month Impact highlights writings from Ayn Rand's corpus for fans who wish to learn more about her philosophy, Objectivism.

The purpose of education, according to Rand, is to “teach a student how to live his life—by developing his mind and equipping him to deal with reality. . . . He has to be taught to think, to understand, to integrate, to prove. He has to be taught the essentials of the knowledge discovered in the past—and he has to be equipped to acquire further knowledge by his own effort.” (“The Comprachicos” in *Return of the Primitive*)

Rand viewed education as holding an important role. “It is *ideas*,” she said, “that determine the actions of . . . people, and it is the *Educational Establishment* that determines the ideas of a nation.” (“The Comprachicos”)

In her essay “The Comprachicos,” Rand discusses the progression of man’s cognitive development and the implications of this process for proper education, and offers a sweeping analysis of the impact of the Progressive movement on today’s schools.

Rand held that “the most crucially important part of learning,” is “the process of forming, integrating and using concepts . . . and all of man’s other capacities depend on how well or how badly he learns” this skill. “Intelligence,” she noted, “is the ability to deal with a broad range of abstractions. . . . It has to be acquired by a child’s own effort and automatized by his own mind, but adults can help or hinder him in this crucial process.” (“The Comprachicos”)

Rand praised the Montessori method of education for properly identifying “the nature and extent of the help that a child needs at the time he enters nursery school,” which enables children to develop, according to Maria Montessori, “an inner guide which leads them to become *active and intelligent explorers* instead of wandering wayfarers in an unknown land.” (“The Comprachicos”)

Rand observed, however, that in today’s Progressive schools, a child is “not merely left with-

out cognitive guidance—he is actively discouraged and prevented from pursuing cognitive tasks.” (“The Comprachicos”)

She argues at length in the essay, originally published in 1971, that modern education has the ultimate effect of “stunt[ing]” a child’s mind, which “means to arrest its conceptual development, its power to use abstractions—and to keep it on a concrete-bound, perceptual method of functioning.”

In addition to teaching students “the wrong *method* of mental functioning,” Rand argued that “modern educators . . . indoctrinate . . . children with the kinds of ideas that will make their intellectual recovery unlikely,” such as the “pre-dominance of [learning by] memorizing” versus “by understanding,” the inculcation of the “mob spirit,” and the “anti-rational indoctrination . . . carried on in the form of slanted, distorted material, of mystic-altruist-collectivist slogans, of propaganda for the supremacy of emotions over reason.” (“The Comprachicos”)

The result, Rand observed, “is the half-illiterate college freshmen who are unable to read a book (in the sense of understanding its content, as against looking at its pages) or to write a paper or to spell—or even to speak coherently, which is caused by their inability to organize their thoughts, if any.” (“The Comprachicos”)

Rand saw the cultural consequences of the Progressive education system all around her, from the violent campus riots of the 1960s to the rise of the hippies and the prevalence of drug use. She summarized, “It is the educational establishment that has created this national disaster,” and “it is philosophy that has created the educational establishment. . . . To oppose it will require a *philosophical* revolution. . . . Ideas can be fought only by means of ideas.” (“The Comprachicos”)

“The Comprachicos” offers much more on Rand’s views on education, including the philosophic ideas responsible for modern education and the right ideas needed to fight it. The essay can be found in *Return of the Primitive: The Anti-Industrial Revolution*, edited by Peter Schwartz and available at the Ayn Rand Bookstore ([aynrandbookstore.com](http://aynrandbookstore.com)).

## Summer Internship Program Now Accepting Applications

ARI is now accepting applications for its 2012 summer internship program. This unique three-week program is aimed at college undergraduates new to Ayn Rand’s novels, philosophy and the debate surrounding them, and combines an educational curriculum on these topics with a traditional internship in a professional workplace. This year up to thirty college students and recent graduates from a range of disciplines, backgrounds and viewpoints will be invited to take part in the program at ARI’s main office in Southern California. On top of this incredible educational experience, all of our interns will receive a \$1,200 scholarship and \$500 travel stipend to assist with living and travel arrangements.

Commented one intern last year: “No matter where your studies or interests lie, an internship at ARI is an extremely valuable and rewarding experience. If you are at all interested in philosophy, politics, literature or Ayn Rand, you stand to benefit. . . . Even if your experience with Rand is minimal, you will come out of here smarter and more prepared to face the world.”

Complete applications must be received by midnight on April 1, 2012. The program is open to college undergraduates, as well as recent high school and college graduates.

We would appreciate your assistance in directing any students who may be interested in our program to [aynrand.org/internships](http://aynrand.org/internships), where

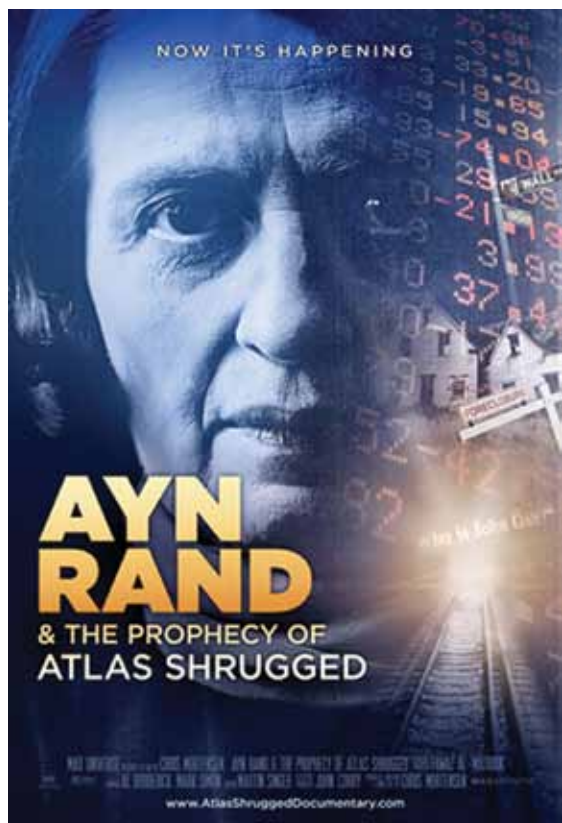
*continued on page 4*

## New Teaching Resource for *Atlas Shrugged*

One of ARI’s main goals is to advance not only readership but greater understanding of Ayn Rand’s works and ideas. Towards this end, Penguin, the publisher of *Atlas Shrugged*, recently published a revised and more substantial teacher’s guide for Rand’s magnum opus, written by ARI senior fellow Onkar Ghaté.

Through our Free Books to Teachers program, ARI sends free copies of *Atlas Shrugged* to teachers for their classrooms. With every classroom set we ship, we now also include the new teacher’s guide.

## New *Atlas Shrugged* Documentary Screened in Theaters



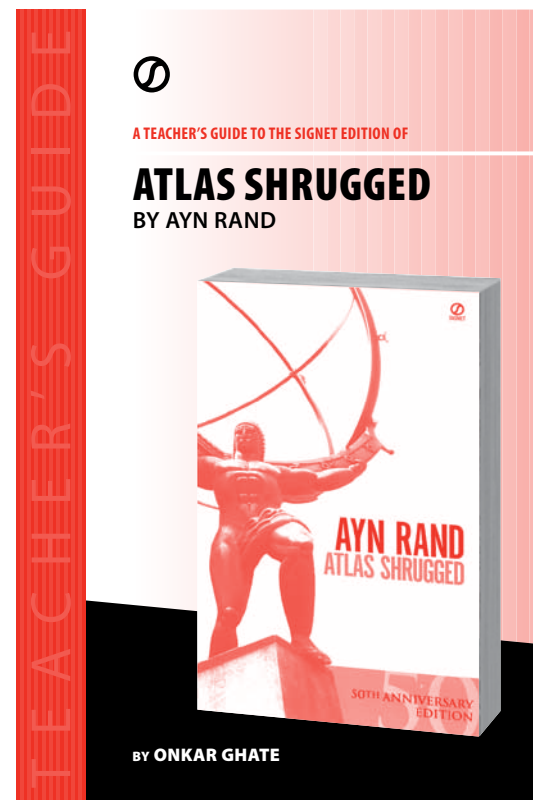
Poster for the feature documentary  
Poster art image courtesy of Mad Universe

The recently released documentary *Ayn Rand & the Prophecy of “Atlas Shrugged”* was screened in more than eighty-five theaters across the country this month. Produced and directed by award-winning documentary-maker Chris Mortensen, *Ayn Rand & the Prophecy of “Atlas Shrugged”* is a feature-length documentary film that examines the resurgent interest in Ayn Rand’s epic and controversial 1957 novel and the validity of its dire predictions for America.

Commented Yaron Brook, ARI’s executive director: “When a documentary-maker as well known and experienced as Chris approached ARI for archival materials for his film, we were happy to assist. He also interviewed several ARI staff, board members and donors. We hope this documentary introduces more people to Ayn Rand’s powerful ideas and encourages them to read Rand’s works.”

The documentary features interviews with, among others, ARI board member Harry Binswanger, Dr. Brook and ARI publishing manager Richard E. Ralston.

To find out if the documentary is being screened in a theater near you, visit [atlasshrugged-thedoc.com](http://atlasshrugged-thedoc.com).



In addition to teachers, the booklet is a great resource for those holding *Atlas Shrugged* reading groups and can be accessed for free at [aynrandeducation.org](http://aynrandeducation.org), where teaching guides for Rand’s other novels can be found as well.

## WHY THEY CONTRIBUTE



Doug Arends, chairman of the Canadian Bank Note Company, is a long-time contributor to ARI. He also helped to fund the creation of The Portrait Bust of Ayn Rand, sculpted by artist Sandra Shaw, the first edition of which was recently installed at ARI (see the November 2011 issue of Impact for more on this portrait).

Impact had the chance to chat with Mr. Arends on why he contributes to ARI, the programs he's excited about and why he decided to fund a portrait bust of Ayn Rand.

### On Why He Contributes to ARI

I started supporting Objectivist activities before there was an ARI. One of the earlier projects that I was involved in funding was the 1984 debate in Toronto on capitalism versus socialism featuring Leonard Peikoff and John Ridpath. I attended some of the early ARI auctions and made purchases. I didn't get involved in any consistent manner or give substantial support to ARI until about ten years ago when I started attending OCON conferences. At

## In Conversation with Doug Arends

that time, I also became an [Atlantis Legacy](#) donor by including the Institute in my estate plans.

I give primarily because I have a selfish desire to see other people, particularly young people just starting out, experience the *Atlas Shrugged* "transformation" that I did. If enough people read the novel, I expect it will have a major impact on our culture for the better. I sincerely hope so. Ayn Rand contributed so much to my life that now that I can afford it, I benevolently enjoy sharing what I learned.

I also give to ARI because it keeps me up to date on Objectivism and in touch with other like-minded Objectivists through OCON conferences, the Ayn Rand Bookstore, the website and such. This contact with other Objectivists adds enormously to my learning and to my enjoyment. The staff at ARI work hard to keep me informed as to where my money is being spent and to convince me that it is being spent wisely. Doing so reinforces my donation decisions and keeps me giving.

### On Where He Directs His Contributions

The ARI program that I value and support the most is the distribution of free copies of *Atlas Shrugged* to students through the Free Books to Teachers program. I get pleasure out of hearing other people describe the positive effect that reading *Atlas Shrugged* has had on their lives. I learned about Ayn Rand and Objectivism by reading *Atlas Shrugged*. Doing so changed my life and allowed me to achieve a great deal of success in my business life and happiness in my personal life. ARI can find a good home for a copy of *Atlas Shrugged* for less than the price it sells at bookstores, and the books distributed often get read a second time.

### On Why He Helped Fund a Portrait of Ayn Rand

Back in 2008, Dr. Ridpath approached me about

getting jointly involved financially with a project to have Sandra Shaw create a bust of Ayn Rand. It took me only seconds to say *Yes*, as I considered it an honor to be asked. In 2010, when it was finished, Sandra sent me a photograph of the bust just prior to its unveiling at OCON that year in Las Vegas. Without seeing the bust, or knowing the price, I placed an order for one, as I knew there would be a lineup, once others saw it.

I received my bust in May of this year and it now resides in my apartment-office on top of a specially purchased bookcase that meets Sandra's recommendations for ideal viewing height and lighting. As I work at my desk, I only have to look up to see Ayn surveying what I'm doing. If she looks beyond me out the window, she has a gorgeous view of the lake. The bookcase contains only Objectivist books and CDs.

I'm a businessman, not an art expert, but I do know what I like and I like this bust of Ayn Rand sculpted by Sandra Shaw.

### On His Initial Response to the Portrait

It sucked the breath right out of me and I had to sit down! I had never seen anything quite like it before. It was much larger than I expected and it was beautifully displayed and lighted, sitting on a pedestal at the right height for viewing and with chairs in the room so that you could sit and enjoy it for as long as you needed. I had seen a photograph before, but it didn't prepare me for the real experience. The fact that here was a bust of Ayn created by someone who cared about her as much as I did, with so much attention to detail being paid to the initial unveiling, was an experience I'll never forget. Thirty years ago was the last time I'd seen Ayn up close and I was seeing her again as one of her keenest admirers wanted her to be seen.



## Forbes

### America Before the Entitlement State

The following is a reprint, by permission, of an article written by ARC president Yaron Brook and analyst Don Watkins for *Forbes.com*. Dr. Brook and Mr. Watkins write a regular column for the publication—under the title "The Objectivist." Visit <http://blogs.forbes.com/objectivist> to keep up with their writing. We encourage you to comment on, share and "follow" the column.

This article was published on *Forbes.com* on November 18, 2011, and later printed in the January 16, 2012, issue of *Forbes magazine*.

Reacting to calls for cuts in entitlement programs, House Democrat Henry Waxman fumed: "The Republicans want us to repeal the twentieth century." Sound bites don't get much better than that. After all, the world before the twentieth century—before the New Deal, the New Frontier, the Great Society—was a dark, dangerous, heartless place where hordes of Americans starved in the streets.

Except it wasn't and they didn't. The actual history of America shows something else entirely: picking your neighbors' pockets is not a necessity of survival. Before America's entitlement state, free individuals planned for and coped with tough times, taking responsibility for their own lives.

In the 19th century, even though capitalism had only existed for a short time, and had just started putting a dent in pre-capitalism's legacy of poverty, the vast majority of Americans were already able to support their own lives through their own productive work. Only a tiny fraction of a sliver of a minority depended on assistance and aid—and there was no shortage of aid available

to help that minority.

But in a culture that revered individual responsibility and regarded being "on the dole" as shameful, formal charity was almost always a last resort. Typically people who hit tough times would first dip into their savings. They might take out loans and get their hands on whatever commercial credit was available. If that wasn't enough, they might insist that other family members enter the workforce. And that was just the start.

"Those in need," historian Walter Trattner writes, "... looked first to family, kin, and neighbors for aid, including the landlord, who sometimes deferred the rent; the local butcher or grocer, who frequently carried them for a while by allowing bills to go unpaid; and the local saloonkeeper, who often came to their aid by providing loans and outright gifts, including free meals and, on occasion, temporary jobs. Next, the needy sought assistance from various agencies in the community—those of their own devising, such as churches or religious groups, social and fraternal associations, mutual aid societies, local ethnic groups, and trade unions."

One of the most fascinating phenomena to arise during this time were mutual aid societies—organizations that let people insure against the very risks that entitlement programs would later claim to address. These societies were not charities, but private associations of individuals. Those who chose to join would voluntarily pay membership dues in return for a defined schedule of benefits, which, depending on the society, could include life insurance, permanent disability, sickness and accident, old-age, or funeral benefits.

Mutual aid societies weren't private precursors to the entitlement state, with its one-size-fits-all schemes like Social Security and Medicare. Because the societ-

ies were private, they offered a wide range of options to fit a wide range of needs. And because they were voluntary, individuals joined only when the programs made financial sense to them. How many of us would throw dollar bills down the Social Security money pit if we had a choice?

Only when other options were exhausted would people turn to formal private charities. By the mid-nineteenth century, groups aiming to help widows, orphans, and other "worthy poor" were launched in every major city in America. There were some government welfare programs, but they were minuscule compared to private efforts.

In 1910, in New York State, for instance, 151 private benevolent groups provided care for children, and 216 provided care for adults or adults with children. If you were homeless in Chicago in 1933, for example, you could find shelter at one of the city's 614 YMCAs, or one of its 89 Salvation Army barracks, or one of its 75 Goodwill Industries dormitories.

"In fact," writes Trattner, "so rapidly did private agencies multiply that before long America's larger cities had what to many people was an embarrassing number of them. Charity directories took as many as 100 pages to list and describe the numerous voluntary agencies that sought to alleviate misery, and combat every imaginable emergency."

It all makes you wonder: If Americans could thrive without an entitlement state a century ago, how much easier would it be today, when Americans are so rich that 95 percent of our "poor" own color TVs? But we won't get rid of the entitlement state until we get rid of today's widespread entitlement mentality, and return to a society in which individual responsibility is the watchword.

**ARI Speakers To Address Congressional Staffers**, *continued from page 1*

business regulations.

The first briefing is next month on February 9, during which ARI executive director Yaron Brook will discuss the current debate about capitalism, and provide the basis for future briefings. All attendees at this event will receive a free copy of *Atlas Shrugged*.

The remaining eight briefings, whose schedule is still being finalized, will feature other ARI speakers as well as repeat appearances by Dr. Brook. Keep up with *Impact* to learn about future briefings.

**Summer Internship Program Now Accepting Applications**, *continued from page 2*

they can learn more about what the program offers and how to apply.



Interns from last year's internship program

**Objectivist Summer Conference Updates**, *continued from page 1*

and legal standpoints. Panelists include attorney Paul Beard of the Pacific Legal Foundation, ARI executive director Yaron Brook, ARI board member Peter LePort, MD, and Richard E. Ralston, executive director of Americans for Free Choice in Medicine. Steve Simpson of the Institute for Justice will moderate.



View from a restaurant at the Sheraton San Diego Hotel and Marina



**Recent PJTV and Other Media Appearances**

Every week ARC intellectuals appear on the PJTV.com news show Front Page with Allen Barton. Visit [ARC-TV.com](http://ARC-TV.com) regularly to keep up with these and other ARC media appearances.

- **January 12, 2012:** Don Watkins on *Front Page* (“[Bain on Trial](#)”; “[Life Before the Nanny State](#)”)
- **January 7, 2012:** Yaron Brook on *All Things Considered* (National Public Radio; “[Conservative Movement at Crossroads](#)”)
- **January 4, 2012:** Yaron Brook on *Market Strategy* (TheStreet Network; “[Bank CEO for President?](#)”)
- **December 29, 2011:** Yaron Brook on *Market Strategy* (TheStreet Network; “[Obama Is the President of Equality, Not Individual Rights, Says Ayn Rand Institute Head](#)”)
- **December 19, 2011:** Yaron Brook on *Market Strategy* (TheStreet Network; “[GOP Front-Runners Lack Principles, Says Ayn Rand Institute Head](#)”)
- **December 16, 2011:** Yaron Brook on *Front Page* (“[Payroll Tax Cut: Is Obama Just Pushing More Debt and More Class Warfare?](#)”; “[Big Labor and NLRB Twist Boeing’s Arm](#)”)
- **December 13, 2011:** Yaron Brook on *Freedom Watch* (Fox Business Network; video not yet available on ARC-TV)
- **December 8, 2011:** Yaron Brook on *Front Page* (“[The Euro Crisis](#)”; “[The Cain Train Derails](#)”; “[Obama’s Kansas Speech](#)”)
- **December 3, 2011:** Don Watkins on *Front Page* (“[Did Obama Cut Taxes?](#)”)
- **December 2, 2011:** Don Watkins on *Front Page* (“[The Tea Party Budget](#)”; “[Union Boss Praises Communist China](#)”)

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**Employment Opportunities at ARI**

ARI is currently recruiting for the following positions:

- **Academic Programs Assistant**
- **Book Publicity Strategist**
- **Instructor**
- **Senior Instructor**

• **Writers/Analysts/Fellows—Domestic and/or International Policy Research**

If you are motivated, excited or intrigued by any of these challenging and unique opportunities, ARI would like to hear from you. Please visit [aynrand.org/employment](http://aynrand.org/employment) for more information.



**Annual Atlantis Legacy Donor List: Is Your Name Included?**

The Atlantis Legacy, ARI’s planned giving program, acknowledges donors who have arranged bequests and other legacy gifts to the Institute, and highlights the importance of such gifts to our ongoing success in advancing Objectivism. In the January issue of *Impact* each year, we enclose the annual list of Atlantis Legacy donors.

If you have arranged a bequest or other planned gift to ARI and would like to be recognized on next year’s list, we ask that you provide written permission for ARI to publish your name. In this regard, please contact Gift & Estate Planning Manager Kathy Cross at 732-242-9408 or [kcross@aynrand.org](mailto:kcross@aynrand.org). You may also visit [atlantislegacy.org/participate](http://atlantislegacy.org/participate) to download the Atlantis Legacy Confidential Response Form, the mechanism for granting your permission.

Through their long-term commitments, Atlantis Legacy donors take part in shaping the future of the Institute and creating the world “as it might be and ought to be.” We are most grateful for their support and dedication.

**Impact by Email**

In place of the print edition, ARI donors may opt to receive *Impact* by email each month. The email edition saves ARI \$30 annually per donor on printing and mailing costs. To start receiving *Impact* by email, please see instructions in the lower-right-hand corner

of the enclosed envelope or email your request to [donorservices@aynrand.org](mailto:donorservices@aynrand.org).

There is no "minimum contribution," but those who wish to receive the print edition of the newsletter must contribute \$35 or more annually.

If you wish to help ARI reduce costs and provide more funding for its programs, check here to receive the electronic version of the newsletter only, and clearly write your email address in the space below.

\*Occasionally we exchange names with other carefully selected Ayn Rand-related organizations. If you do not wish your name and address included in such exchanges, please check here.

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“... anyone who fights for the future, lives in it today.”

Ayn Rand

## The Atlantis Legacy

The Atlantis Legacy, the planned giving program of the Ayn Rand Institute, acknowledges donors who have arranged bequests and other estate gifts to ARI, and highlights the importance of such gifts to the Institute's ongoing success in advancing Ayn Rand's philosophy of Objectivism. The Atlantis Legacy donors whose names appear here have granted their permission to be published on this annual list, which is cumulative through 2011. (Names in [blue ink](#) indicate deceased donors from whose estates ARI either received a legacy prior to 2011 and/or will receive a legacy in the future.) Through their commitment, these individuals take part in shaping the future of the Institute and creating the world “as it might be and ought to be.” The Ayn Rand Institute is deeply grateful for, and honored by, their support and dedication.

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*"I like the idea of my money continuing to fight for Ayn Rand's ideas into the indefinite future, even after I'm gone. In a way, it's a form of immortality: to be funding, beyond my lifetime, a world-changing institution."*

—Harry Binswanger, philosopher

## In Memoriam

In 2011, ARI received a legacy from the estate of the following donor:



Thomas S. Porter  
1942–2008

Kathy Cross  
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