
Profile

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motivational speakers.

Some of those whose beliefs, products and services will be made available include Brian Tracy, Jim Rohn, Les Brown, Mark Victor Hansen, Wally (Famous) Amos and David Banner.

Betterton speaks of programs called Motovision: 21 steps to successful Living, YES — Youth Empowerment and Success, Can Do!, TULIPS — The Ultimate Life Planning Inpowerment Planning System, and PACE — Personal and Community Empowerment Programs.

He also is the local distributor for something called The Peoples Network, which is a satellite-based television network providing constant programming of a motivational nature.

"The fact that he's bringing something like this to the Midwest is really remarkable," said David Luechauer, a professor of business at Butler University in Indianapolis and chairman of its

business department's leadership program. Betterton's clearinghouse for leadership and self-help philosophies would be more likely to be found in the northeastern United States, he said, where discussion of such matters is more routine.

Large corporations often spend thousands of dollars to bring in a famous motivational speaker. Les Brown, a former Ohio state legislator and husband of singer Gladys Knight, fetches top dollar on the motivational speaker circuit, about \$25,000 a night, Luechauer said.

Whether the speakers are worth all that money is a matter of opinion.

"It's kind of like saying, 'Is Reggie Miller worth \$36 million for 4 years?'" Luechauer said, comparing the motivational speakers to the star basketball player for the Indiana Pacers. "If the market will bear it, then he's worth it. If you talk to a hundred people in an auditorium and one life is changed, then, yeah, it was worth it."

Betterton hopes some day he can fill Ball State's University Arena for a program featuring both Brown and Knight, who he said was in training to also become a

motivational speaker.

Most of the programs and writers present the same basic message, Luechauer said, which consists of loving yourself, loving others and drawing power from inside oneself.

The message is often repackaged by different speakers and writers to fit the personalities of the people listening and reading.

"For a business, motivational speakers don't take the place of long-term counseling," he said. "For an individual, they don't take the place of therapy."

But they serve a purpose, which Luechauer, the Butler professor, says will be more prevalent in the future.

"This is going to go through the ceiling in the next few years," Luechauer said, as communication technologies make self-help programs more accessible.

In that respect, Betterton might be placing Muncie on the cutting edge.

His hope is to bring speakers to non-profit groups and individuals in the city instead of just employees of companies with pockets deep enough to hire them.

"I believe in this stuff," he said.