

**Together, Yes We CAN DO!**  
**A story about Norman Vincent Peale, Pretty Woman, Les Brown,**  
**and the Chinese Bamboo Tree by [Charles E. Betterton](#).**

My dream is to manifest faithful, grateful stewardship over the rich talents and treasures entrusted to me and my team by God to help millions of people **A.R.K.** -- **A**waken to their true spiritual identity; **R**ealize more of their God-given potential and **K**now how to manifest their ultimate destiny.

As a co-founder of several God-inspired companies and affiliated non-profit organizations that share a vision and mission of Expanding the Circle of Success to help people learn how to learn, how to love and how to life more successfully, you could say that our purpose is to help others discover and actualize their dreams.

My dream was "birthed" when my Mother gave me The Power of Positive Thinking by Norman Vincent Peale when I was just 16. She was praying that it would get through to me as I was not exactly "walking the path" at that time. About 30 years later, I experienced what it feels like to have one's efforts "Crowned with the Ultimate Success of the Lord" when I produced my first major Community Unity Event with Dr. Peale and Mrs. Peale and Les Brown in Kankakee, IL.

Following is the story about that path and process.

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**Dr. Norman Vincent Peale, Charles Betterton and Les Brown backstage at The Paramount Theater in Kankakee, IL on May 11, 1990**

An amazingly simple formula for success has been discovered by one of the most brilliant, and humble, researchers in the field of success and achievement. What was so humbling when I made the discovery is just how simple the success formula really is ... Seriously, after twenty-five years as a student and teacher of success principles, I have identified three factors that I believe determine our level of success in any area of life. These are (1) the clarity of our vision, (2) the definiteness of our purpose and (3) the appropriateness of our attitudes and actions. The purpose of this story is to share a similar discovery that the power of positive thinking espoused by Dr. Norman Vincent Peale and the power of a larger vision taught by Les Brown are as applicable to organizations and communities as they are to individuals.

I first heard the story about the Chinese bamboo tree from Les Brown in 1992 during a Community Unity Celebration we were producing in Gary, Indiana. Les explained that after you plant the seeds of the Chinese bamboo tree, it has to be watered on a regular basis until the seeds sprout, in about five years after planting them. Then when the bamboo tree finally shoots forth, it grows to full maturity of 90 feet tall in about 40 days.

The story of the Chinese bamboo tree helped me understand that everything is always in Divine Order no matter how things may seem to appear. The essence of the story is about rising above the negativity of people telling you you're wasting your time and energy for years pursuing a project when there is no apparent evidence of any result.

I immediately resonated with the message of needing to have patience, to hold the vision, to reestablish your faith. At that time, I was frustrated about how long it was taking for several community projects I was involved in to come to fruition. Four years earlier, I had conducted a meeting for community leaders in Kankakee, Illinois, to present a vision of six proposed interrelated community economic development initiatives.

One of the proposals was to develop a program to be called Kankakee County Can Do! to produce an ongoing series of motivational and development training programs to address negative thinking and publicity about the area.

Two weeks before our first widely promoted Community Unity Celebration in May of 1990 featuring Dr. Norman Vincent Peale and Les Brown, only about 25% of the Paramount Theater's 1,122 seats had been sold. As the originator of the idea who had convinced dozens of residents to participate in various capacities in a project that many people felt was apparently destined to be a failure, I spent many sleepless nights, praying, planning, and wondering what else we could do to ensure the success of the program. (<http://normanvincentpeale.wordpress.com>)

Community Unity was not only the theme of the event, it was our mission and purpose. We were located in a county that had suffered the loss of thousands of high paying jobs in the 1980's, resulting in severe economic problems, negative publicity and depression. Someone had even had bumper stickers printed that read "Will the last one leaving town turn out the lights."

After making a few phone calls to several outlets to find out if they knew why tickets weren't selling, we learned that many people in the community had not bought tickets because they did not believe Dr. Peale would come to a small city of only 25,000 people like Kankakee. They apparently assumed that the presentation would be a video or a film since the event was being held in the newly remodeled Paramount Theater in the heart of the downtown redevelopment area. The marquee listed Dr. Peale and Les Brown's appearance along with the movie *Pretty Woman* which was opening there that night just after our program was scheduled to end.

As soon as we learned about this latest in what seemed like a never ending series of unexpected challenges, we called Dr. Peale's office and explained the situation. He graciously sent letters to both local newspapers expressing how he was looking forward to visiting our community. We also reprinted posters and flyers with large type "Appearing live and in person."

In a major newspaper article three days before the event, it was being hailed as a success even if people did not attend as was expected given slow ticket sales. That was because we had successfully managed to build a team of sponsors that included two local hospitals that had been aggressively competing with one another, two local chambers of commerce that were embroiled in a controversy over whether one

should merge with the other, and we had obtained the participation of two major ministerial organizations (one white and one African American) that had not worked together before.

The night of the event, the streets were packed with cars and the air was filled with anticipation and excitement. The program was an outstanding success, with standing room only. About 1,200 hundred people from over 200 communities traveled for as long as four hours to take advantage of the once-in-a-lifetime opportunity the event represented to them.

During the intermission, scores of people lined up backstage to share some personal story with Dr. Peale about how he had had a major impact in their life. Listening to the emotional stories helped me understand that the success and significance of the event could not be truly evaluated in terms of numbers or income. The really meaningful benefits were being realized backstage as I witnessed the impact of Dr. Peale's legacy of helping millions of people learn how to apply positive thinking in their daily lives. It was a privilege to have played a role in bringing all this forth and I experienced a deep sense of joy and a glimpse of what it feels like to have one's efforts "Crowned with the Ultimate Success of the Lord."

Our audience responded so positively to Dr. Peale and Les Brown that the program ran well over the allotted time and we had to scramble around rearranging the stage and screen so the hundreds of people waiting out front could get in to see Pretty Woman.

The overwhelming success of the program was featured in a major front page article the following Sunday. Although the event only made a net profit of \$3, the seeds of success had been planted and watered. Like the story of the Chinese bamboo tree, the growth was finally becoming evident even though the project's evolution over five years seemed unproductive and unfruitful.

The CAN DO! model was developed in conjunction with CENTER SPCE, the Center for Spiritual, Personal And Community Empowerment, a nonprofit organization established to help people, organizations and communities see, believe and achieve all they can be, do and have. CENTER SPACE is now helping other communities learn how to apply the model through You CAN DO! Too, a workbook that contains all the procedures, forms and promotional materials.

By applying the entrepreneurial "can do" spirit presented in this little story 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 we really CAN DO! it. Like Dr. Peale always said, "All it takes is a Positive Mental Attitude", Imagine That!

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Through the positive influence of Dr. Peale and Les Brown, we created Kankakee County CAN DO! ([www.candoresourcecenter.com](http://www.candoresourcecenter.com)) that went on to produce a series | of similar community empowerment programs that led to the establishment of several cause-oriented, God-inspired companies and non-profit organizations and projects such as Expanding the Circle of Success, Ultimate Destiny University ([www.ultimatedestinyuniversity.org](http://www.ultimatedestinyuniversity.org)) and the Ultimate Destiny Hall of Fame Award Program ([www.ultimatedestinyhalloffameaward.com](http://www.ultimatedestinyhalloffameaward.com)).

Now we are about to help non-profit organizations bless their members and receive revenue as we launch our **Ultimate Destiny Success System**. It consists of 14 stand alone programs totaling over 1,200 pages covering 12 facets of fulfilling ones destiny. ([www.ultimatedestinysuccesssystem.com](http://www.ultimatedestinysuccesssystem.com))



These include: Realizing Your Ultimate Potential; Fulfilling Your Life Purpose; Enjoying Loving Supportive Relationships; Achieving Ultimate Success in Business and Career; Attaining Financial Freedom and Prosperity; Enjoying Ultimate Health and Fitness; Attaining Spiritual Enlightenment; Harnessing Your Creative Mind Power; Raising Your Consciousness Level; Making A Difference and Leaving A Legacy; Enjoying Peace and Balance in Life; and Fostering Personal and Planetary Sustainability.

In recognition of the lifetimes of dedicated service that Dr. Peale and Ruth Stafford Peal devoted to helping others fulfill more of their ultimate destiny, and in appreciation of the significant influence ***The Power of Positive Thinking*** had on the evolution of Ultimate Destiny University, anyone who participates in the Peale Center for Christian Living (including every subscriber to Guideposts) is being offered a free copy of the electronic Ultimate Destiny Success System or the CD-ROM for only \$7.95 shipping and handling.

To obtain a copy, visit [www.ultimatedestinysuccesssystem.com/pealecenter.htm](http://www.ultimatedestinysuccesssystem.com/pealecenter.htm), contact Charles Betterton at [charlesbetterton@gmail.com](mailto:charlesbetterton@gmail.com) or call him at 760-212-9931.

Charles Betterton is the founder and CEO of CENTER SPACE, Inc. and Ultimate Destiny University, two nonprofit membership organizations that foster spiritual, personal, organizational and community empowerment. Charles has almost 40 years of administrative experience in national and local government and nonprofit organizations involved in spiritual, personal, organizational, community and economic development. He holds a Master's degree in Community Economic Development.

Charles is a co-founder of the [Ultimate Destiny University for Successful Living](http://www.ultimatedestinyuniversity.org). He is also co-author of the 14 part, 1,200+ page [Co-creating Your Ultimate Destiny Success System](http://www.ultimatedestinyuniversity.org). For more information, write to Ultimate Destiny University, PO Box 20072, Sedona, AZ 86341 or send an email to [ultimatedestinyuniversity@gmail.com](mailto:ultimatedestinyuniversity@gmail.com).

For a more comprehensive overview of how the initial Community Unity Celebration with Dr. Peale and Les Brown is still producing positive results, please visit <http://normanvincentpeale.wordpress.com>. **Thank you!**



# Community Unity Celebration



**Norman Vincent Peale**  
*Why Positive Thinkers  
Get Positive Results*



**Mr. Motivator**  
**Les Brown**  
*The Power of a Larger Vision*

**APPEARING IN PERSON**

GENERAL ADMISSION • TICKET \$20  
SENIOR CITIZEN, STUDENT, SPOUSE • TICKET \$15  
**FRIDAY, MAY 11, 1990 5:30 TO 8:30PM**  
**Paramount Theater**  
Kankakee, Illinois

**Call (815) 933-0506 for more information  
or to charge tickets**

**Dr. Norman Vincent Peale**  
*Why Positive Thinkers Get Positive Results*

- Discovering and developing a new world of living
- How 30 days can change your life
- The power of Positive Thinking

Truly a *Legend in his time*, Dr. Peale delivers a positive and inspirational message which applies to everyone. As author of 36 books including the number one best seller *The Power of Positive Thinking*, and editor and publisher of *Guide Posts*, a monthly publication with 15 million readers, Dr. Peale has touched the lives of millions of individuals. His latest books are *The Plus Factor*, *The American Character*, and *The Power of Ethical Management* which he co-authored with Dr. Kenneth Blanchard.

**Mr. Les Brown**  
*The Power of a Larger Vision*

Les Brown, a motivational speaker and trainer, has been called a catalyst for action and a messenger of hope. More recently, he has become known as *The Motivator*. A strong believer in the basic necessity of positive self-esteem, he has taught thousands of individuals the techniques he has used to overcome his own obstacles.

Over the past 15 years, Mr. Brown has been the recipient of over eighty awards for outstanding community service as an advocate for the rights of the ignored.

He has been recognized by *Esquire Magazine*, *Essence Magazine*, Dr. Norman Vincent Peale, and Rev. Jesse Jackson, for his outstanding work in helping people realize their potential.

Tickets Available from:  
**Bradley-Bourbonnais Chamber of Commerce**  
**Kankakee Area Chamber of Commerce**  
**Kankakee Community Development Agency**  
**Peoples Bank, Marycrest**

***The Foundation for Personal and Community Development...***

was established to facilitate personal, community, and organizational development by helping individuals, organizations, and communities realize and actualize their potential. Over the past two years, the Foundation has offered introductory programs with speakers and presentations which foster the further development of communication and cooperation between religious organizations, community organizations, the business and financial community, and rank and file citizens who are responding to the invitation to play a co-creative role in community and economic development activities. There are five major components of the Foundation's programs:

- (1) Meetings with speakers from other communities and organizations who share their experiences in resolving economic, political, racial, and geographic divisiveness
- (2) Seminars/workshops on personal, community, and organizational development
- (3) Access through annual membership dues to books, periodicals, and audio/video cassette programs at substantial discounts
- (4) *Kankakee County Can Do!*, periodic one to two hour seminars with nationally known motivational speakers
- (5) Professional Development Conferences

One of the primary advantages of membership in the Foundation is discounts of 10% to 40% on hundreds of books and audio/video cassette programs produced by leaders in the Personal and Community Development Fields such as Nightingale-Conant, Success Unlimited, Community Service, Inc., Success Motivation Corporation.

Member satisfaction is guaranteed through a money-back return policy and a refund for any member whose annual savings are less than the \$20 membership dues



# COMMUNITY DEVELOPMENT RESOURCE CENTER

The Kankakee Community Development Agency recently held several brain-storming sessions to identify problems which affect the quality of life and potential solutions. The two questions asked and the top three answers to each are provided below:

(1) WHAT ARE THE GREATEST PROBLEMS  
AFFECTING THE QUALITY OF LIFE IN THE  
COMMUNITY?

- ☒ Inadequate citizen involvement in community affairs
- ☒ Inadequate leadership throughout government
- ☒ Lack of community unity and cooperation

(2) WHAT CORRECTIVE MEASURES CAN BE  
TAKEN TO ADDRESS THESE PROBLEMS?

- ☒ Expand church and community involvement
- ☒ Develop more community based programs
- ☒ Provide resources which will enhance the self-help capacity of individuals, organizations, and communities

As a result of this input, the Community Development Agency and other organizations are proceeding to establish a multi-purpose community development resource center. The center, which will initially be located at 167 North Schuyler Avenue, will offer programs and services designed to facilitate personal, community, and organizational development. The building will house the CDA, a newly created *Community Development Corporation*, and a library of fund raising materials and training resources which will be made available to any non-profit organization in Kankakee County. Any proceeds from the *Community Unity Celebration* will be used to fund the *Community Development Resource Center*.

- |  |                |
|--|----------------|
| <input type="checkbox"/> YES! Please reserve... # ____ Regular seats at \$20.  | \$ ____        |
| <input type="checkbox"/> YES! Please reserve... # ____ Students/Spouse/Senior Citizen at \$15.   | \$ ____        |
| <input type="checkbox"/> YES! Please reserve... # ____ Group rate (10 or more) at \$15.  | \$ ____        |
| <b>Total # ____ tickets</b>  | <b>\$ ____</b> |
| <input type="checkbox"/> YES! Please send me information on membership in <i>The Foundation</i><br>so I can save 10% to 40% on books, audio/video cassette programs, seminars and workshops! |                |

Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_ Zip \_\_\_\_\_ Phone \_\_\_\_\_

☐ My check is enclosed payable to *The Foundation* for

☐ Please charge my credit card: ☐ Visa ☐ Master Card

Account Number \_\_\_\_\_ Exp. Date \_\_\_\_\_ M.C. Bank # \_\_\_\_\_

Authorized signature \_\_\_\_\_

Please complete and return this registration form to: *Unity*, c/o CDA, 385 East Oak St., Kankakee, Illinois 60901

# Peale, Brown here for unity celebration

By Ed Bierschenk  
Journal writer **MAR 18 1990**

Noted inspirational speakers Dr. Norman Vincent Peale and Les Brown will be coming to Kankakee this May for what is being billed as a "Community Unity Celebration."

The two men will hold forth from 5:30 to 8:30 p.m. May 11 at the Paramount Theater downtown.

In his presentation, "Why Positive Thinkers Get Positive Results," Peale will address three major themes: discovering and developing a new world of living, how 30 days can change your life, and the power of positive thinking.

Brown's presentation is called "The Power of A Larger Vision". A motivational speaker and trainer, Brown has been called "a catalyst for action and a messenger of hope."

The upcoming event is being co-sponsored by a variety of local organizations.

Charles Betterton, executive director of Kankakee's Community Development Agency, would not reveal the cost to bring in the speakers, but said no public funds are being used.

According to Betterton, 100 percent of the cost will be paid through ticket sales, sponsorships and donations.

General admission tickets for the event are \$20, while spouse, student and senior citizens can get in for \$15. Tickets are available from the com-



**LES BROWN**  
...The Motivator

munity development agency, the Kankakee Area Chamber of Commerce and the Bradley/Bourbonnais Chamber of Commerce.

Proceeds from the event will be used to help fund a multi-purpose Community Development Resource Center, which is being established by the community development agency and other organizations.

According to Betterton, the center will be located at the former Piersol Building at 167 N. Schuyler Avenue and will offer "programs and services designed to facilitate personal, community and organizational devel-



**DR. NORMAN VINCENT PEALE**  
...will speak here

opment."

The building will house the community development agency, a community development corporation, and a library of fund-raising materials and training resources.

Peale is the author of 36 books including the best seller *The Power of Positive Thinking*.

Peale's latest books are *The Plus Factor*, *The American Character*, and *The Power of Ethical Management*, which was co-authored with Dr. Kenneth Blanchard.

Peale is also editor and publisher of *Guide Posts*, a monthly publication with 15 million readers.

According to Betterton, Brown has become known as "The Motivator" and "is a strong believer in the basic necessity of positive self-esteem."

Brown has taught thousands of individuals the techniques he has used to overcome his own obstacles. Over the past 15 years, he has received more than 80 awards for outstanding community service as an advocate for the rights of the ignored, said Betterton.



# Peale visit seen as boost for city

By Lisa Laney  
Journal writer

MAY 7, 1990

That Kankakee has attracted nationally renowned speakers to come here Friday is only the sign of things to come, according to Charles Betterton, executive director of the Kankakee Economic and Community Development Agency.

Friday's event, featuring Norman Vincent Peale and Les Brown, is the kickoff for the new Community Development Center in the old Piersol Building on North Schuyler Avenue. The center is scheduled to open later this month and will be the home of various community-based development programs, including:

- A volunteer clearinghouse, where people

and volunteer organizations, and people in need of volunteer services can come together;

- The community development resource library. Betterton said much of the material is very expensive, and as such, usually only available to organizations. Through the library, the

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information will be available to everyone in the community for the betterment of themselves and their organizations;

- Consulting services on how to use the material;

- Entrepreneurial training programs;

- The grantsmanship writing course scheduled for next month;

- The Kankakee Economic and Community Development Agency; and

■ Youth 2000.

Betterton also would like to have an enterprise incubator, where "graduates" of the entrepreneurial training can start businesses. It would provide a central location for various types of businesses and a shared clerical pool.

The purpose of the programs is to "empower" people through self-help methods to take control of their lives and the health of the community. Betterton says one of the biggest obstacles to the success of the area and its citizens is negativity. As an example, he points to comments he's heard that Peale isn't really coming to Kankakee; the Paramount Theatre event is merely going to be a video.

"Live and in person, at the Paramount Theatre," Betterton could be heard to say whenever.

See BOOST, page 2

## MAY 7 1990 Boost

Continued from page 1

er he saw someone within earshot.

Betterton said that remark — that someone as well-known as Peale would not come to Kankakee — substantiates his impression of the negativity here.

His opinion is backed by area psychiatrists, who say the most prevalent illnesses treated here are negativity and depression; and the Fantus Study, conducted about three years ago to define the area's development needs. The Kankakee County Economic Development Council came about from that study.

Simplified, Betterton says the mission of the city's Economic and Community Development Agency, and the programs that will be held at the new center, is to address the negative findings of that study.

Among the major objectives Betterton hopes to meet through the community-based development programs are:

- Achieving a workable community consensus and involvement in key economic development matters.

the turnout at this one event as the showdown for the development programs, however. Bill Lucek, chair of the Kankakee Area Chamber of Commerce, said Friday's "Community Unity Celebration," as it's being called, needs to be successful to set the tone for programs about to sprout at the center.

He is joined by Kankakee County Board Chairman Marwood Hendrix when he says Betterton needs the success. While both men list themselves among the supporters of Betterton and the community-based development plans, Betterton has his share of detractors.

Another local leader, however, isn't looking at Friday as High Noon.

The Rev. William Copeland, pastor of Morningstar Baptist Church in Kankakee, is impressed that among the sponsors secured for Friday's event are organizations that traditionally do not work together: the Greater Kankakee Ministerial Association and the North-Side Ministerial Alliance; the Bradley-Bourbonnais Chamber of Commerce and the Kankakee Area Chamber of Commerce; and Riverside Medical Center and ServantCor, the parent of St. Mary's Hospital.

# The Sunday Journal

Kankakee, Illinois \* May 11, 1990

## Peale, Brown give community a positive vision



**LES BROWN: "Anything worth doing is worth doing badly. If you know how to do it, then it's worth doing right; but if you don't know how, it's worth doing badly until you get it right."**

**See "Brown's story is one of American success" on page 2**

If past and present are any indication, the future of community development in Kankakee County is unstoppable.

The Community Unity Celebration Friday, featuring Norman Vincent Peale and Les Brown, at the Paramount Theatre on North Schuyler Avenue in Kankakee was a near sell-out. The theater seats 1,122.

The celebration was the kick-off for the community development programs that will be run out of the Community Development Center, in the 100 block of South Schuyler Avenue. The target date for the grand opening of the center is May 21.

While many supporters of community development worked for the success of Friday's venture, a few said last week they were concerned the event needed a big turnout to silence naysayers in the community.

The truth of that statement will never be tested,

And a packed house, anywhere else would not have been as appropriate as it was at the Paramount. When the theater closed in April 1988, the future of downtown Kankakee looked bleak, indeed. Since its reopening in December of that year, full houses have become the norm in the old theater, renovated to its original magnificence by Mr. and Mrs. Willis Johnson.

About half the audience came from outside the community, judging from applause when Charles Betterton, executive director of the Kankakee Community and Economic Development Agency asked where people were from. He said people came to hear Peale and Brown from as far away as 150 miles, and from 60 communities outside the county.



Journal photos by Bill Byrns

**NORMAN VINCENT PEALE: "Remember, you only have a body to carry around your brain. You are what you think."**

**See "You are what you think" on page 2**



# You are what you think — Peale

By Lynn Fisher MAY 13 1990  
Journal correspondent

At 92 years old, Norman Vincent Peale is truly the "grandfather of positive thinking."

And, to pay tribute to the man who inspired millions of people with his message of positive thinking, a crowd of over 1,000 people saluted Peale's entrance and exit at the Paramount Theatre Friday in Kankakee with a standing ovation. Peale, who authored the number one bestseller "The Power of Positive Thinking," revealed his formula for achieving positive results during a Community Unity Celebration.

Woven throughout Peale's speech were personal success stories of people whose lives had changed tremendously by simply believing in themselves. From the poverty-stricken person to the insecure bank executive, Peale revealed tales of people whose lives had been changed by positive thinking.

"Positive thinkers get positive results-inevitably, indubitably," emphasized Peale.

Peale drew a small chuckle from the crowd when he added, "I don't know what that last word means, but I kind of like how it sounds."

Peale said negative thinking is a learned behavior and it can be unlearned. Demonstrating his point, Peale said he has never seen a negative baby. But, Peale said, by the



Journal photo by Bill Byrns

Part of the crowd at Friday night's Community Unity Celebration at the Paramount Theatre. About half the people in attendance came from outside the

area. There were few empty seats and a lot of enthusiasm.

fourth or fifth grade, many children develop a low self-esteem and the resulting negative attitude. These children grow to become negative teenagers and negative adults. Although Peale said undoing a lifetime of negative thinking can be a powerful unlearning process, he emphasized that it can be done. Peale said the oldest negative thinker he has ever known was 93 years old.

Peale's small stature seemed to grow as his voice rose and he told the audience, "You must learn to

stand tall, walk tall, and think tall."

And, after developing a belief in yourself, Peale emphasized the importance of becoming a believer/thinker, not an unbeliever/reactor. Peale said people who do not believe in their abilities tend to be directed by their emotions rather than their head. Any roadblock in life will yield to the person who thinks and believes in himself, added Peale.

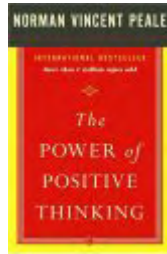
Peale demonstrated the impact positive people have on other people's lives by recalling a teacher who

had greatly influenced his life. The teacher, a huge man with a stern voice, would write the word CAN'T in bold letters across the blackboard. Then he'd ask in his booming voice, "What shall I do with that miserable word?" Peale said, even though this event occurred years ago, he still remembers screaming, "Knock the apostrophe and t off of can't."

"Remember, you only have a body to carry around your brain. You are what you think," Peale concluded.

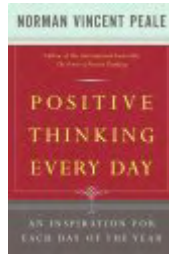


# Featured Books by Dr. Norman Vincent Peale!



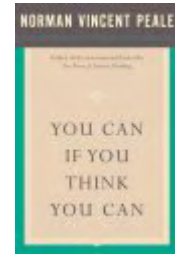
## The Power of Positive Thinking

by Dr. Norman Vincent Peale



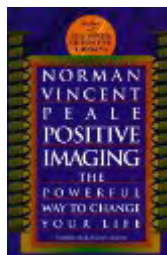
## Positive Thinking Every Day: An Inspiration...

by Dr. Norman Vincent Peale



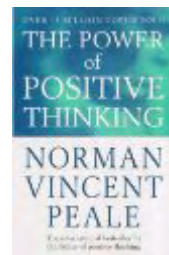
## You Can If You Think You Can

by Dr. Norman Vincent Peale



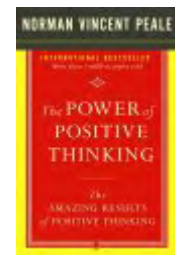
## Positive Imaging: The Powerful Way to Chang...

by Norman Vincent Peale



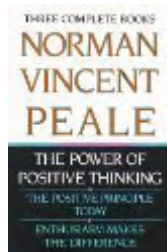
## The Power of Positive Thinking

by Norman Vincent Peale



## The Power of Positive Thinking and the Amaz...

by Norman Vincent Peale



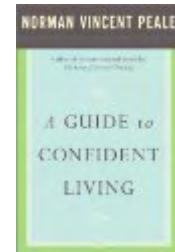
## Norman Vincent Peale: Three Complete Books:...

by Norman Vincent Peale



## Six Attitudes for Winners (Pocket Guides)

by Norman Vincent Peale



## A Guide to Confident Living

by Dr. Norman Vincent Peale

**These are just a few of the featured books by Dr. Norman Vincent Peale that are available for sale through the Ultimate Destiny Hall of Fame Book Store on Amazon.com**

**<http://astore.amazon.com/positivethinking01-20? encoding=UTF8&node=1>**

# Which Pieces of Solving Your "Ultimate Destiny Success Puzzle" Are Most Important To You?

## Manifesting Your Ultimate Destiny



[www.ManifestingYourUltimateDestiny.com](http://www.ManifestingYourUltimateDestiny.com)

## Solving Your Success Puzzle



[www.SolvingYourUltimateDestinySuccessPuzzle.com](http://www.SolvingYourUltimateDestinySuccessPuzzle.com)

## Realizing Your Ultimate Potential



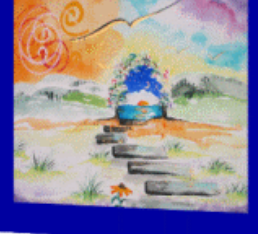
[www.RealizingYourUltimatePotential.com](http://www.RealizingYourUltimatePotential.com)

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# Introduction to Ultimate Destinyland™

**The shared vision and mission of the individuals, cause-oriented companies and affiliated non-profit organizations that comprise Ultimate Destinyland is to help “Expand the Circle of Success” for all and to foster personal, organizational, community and planetary empowerment, enlightenment, consciousness and sustainability.**

[Ultimate Destiny University](#) (UDU) is a non-profit Internet-based educational company that produces, publishes, markets and distributes materials designed to empower people, deepen spirituality, and awaken them to conscious, sustainable living. In actuality, UDU is a collection of intellectual properties consisting of domain names, websites, blogs, e-books, print books, e-courses, e-zines, membership programs, webinars, teleseminars, audio CDs, and video DVDs all created to awaken people to their potential.

It is also a set of strategic alliances and collaborations with retreat centers, coaches, consultants, non-profit organizations, and community development resource centers ranging from small non-profits to organizations as big and diverse as United Way, Rotary Clubs, Community Action Agencies, etc.

**“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**

The world has changed greatly since Mark Twain's time, but individuals still dream and are searching for the training, education, knowledge and insight they need in record numbers. The personal and professional development field has grown to a \$210 billion industry and "wellness" is an industry poised to become the next trillion dollar industry according to experts.

[Ultimate Destiny Network, Inc.](#) is an international marketing and distribution company that helps individuals, organizations, and communities accomplish their goals and realize their dreams. The Company has created a business model that capitalizes on the latest approaches to on-line education, communication and marketing; synergistic alliances with other industry providers; as well as collaborations with key government and national nonprofit organizations.



How and where individuals find the knowledge and tools that will help them achieve their dreams depends upon their life orientation and circumstances.

- Some are seeking enlightenment, while others hope for success
- The priority may be a healthier lifestyle or spiritual fulfillment
- Many aspire to achieve their highest human potential, while others would be satisfied to reduce overwhelming debt
- Parents wonder how to help their children grow strong in their bodies, minds, and spirits
- Organizations wonder how to empower, motivate, reward and manage employees
- Communities seek resources and approaches that help create and sustain economic opportunities for all of its citizens and enable diverse populations to live and work in harmony.

As times change, the way people make their living also changes. The days of big, hierarchical industries with thousands of employees is passing. The nature of work and money has shifted. The development of Web 2.0 has flattened organizations. Millions of dollars in start-up capital and large tracts of real estate – along with tragic disruption of ecosystems – are no longer necessary.

People are waking up to climate change, the need for renewable energies, local and regional self-sufficiency, and a sustainable life. We are moving away from extracting millions of tons of resources and processing them in order to produce throw-away merchandise. Simplicity is what many seek. What is valued now is information; it can be shared, used to educate yourself, create a needed item, entertain, make decisions, or shift the focus of your consciousness.

Today, with a computer, a telephone, and a modem, it is now possible for people to launch and manage an empire from their living room and make a fortune. Internet-based collaborations and strategic alliances are the way of the future for all businesses. Ultimate Destiny is on the front edge of a wave of change that will change everything we once believed about how business is done and daily life is organized.

We refer to the structure of Ultimate Destinyland as a **strategic marketecture**™ because the company is based on strategic alliances in place and specific marketing outlets in operation. We currently have about 400 web and blog sites set up and are creating new ones daily. We have completed a number of e-books and print books, are in the process of recording the audio CDs and the DVDs.

We have the means to market not just our own books, music, CDs, and DVDs, but the work of thousands of other writers, artists, musicians, teachers, and creatives who create or teach easily but have no coherent marketing plan. This gives us a greatly increased array of products, and allows us to collaborate with them in ways that benefit all. We are planning to produce live events in Sedona, AZ and San Diego, CA with authors and trainers, getting rights to videotape them, and bringing them to a retreat center setting the next day for a small private workshop/intensive.

We have set up the [Ultimate Destiny Hall of Fame Award](#) that recognizes individuals who are living their ultimate destiny and encouraging others to do so. They receive a plaque and the Ultimate Destiny Success System, which consists of the 14 books, the audio CDs, a DVD, and links to our websites that will promote their activities as well as ours.

We have created *Empowerment Training and Mentoring Systems* that will be marketed through thousands of Community Economic Development Centers. We have a speaker's bureau that can connect speakers with those looking for one, and many of these speakers are interested in being recorded for audio and video, which will add to our audio video libraries.

We created [Expanding the Circle of Success](#) and an [Ultimate Fundraising Program](#) that allows us to partner with non-profit organizations. They help market our Ultimate Destiny Success System and in return receive a donation of 50% to 110% of our profits as a contribution for their help.

Our ultimate goal is to help create an international network of Community Empowerment Resource Centers that will support people in their efforts to shift their lives and adapt to the coming changes. These centers will license the Ultimate Destiny materials and courses, and use them to help people in their communities whether they are just starting a community, are working with an online "community of consciousness," or have been in community for years and want to go a step further, e.g. to create complementary currencies or a local food system. (See [www.UltimateSuccessPuzzle.com](http://www.UltimateSuccessPuzzle.com)).

Ultimate Destiny first grew out of the vision of [Charles Betterton](#), a Community Economic Development specialist and former Federal disaster relief director. The founding Board of Directors includes Charles Betterton in Sedona, AZ, and Merl Kellogg, Les Turner, and Audrey Turner, all in California. The lead authors of the Ultimate Destiny Success System include Betterton, Penny Kelly in Michigan, Howard Pepper in California, Kimberly Jace in Florida and Lorie King in Virginia. Accredited investors are invited to review the Investment Marketing Memorandum. Contact Charles Betterton at (JG ) G I Ě Í Î Å or email [ultimatedestinynetwork@gmail.com](mailto:ultimatedestinynetwork@gmail.com) .

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