



Free Enterprise Education Center

Formerly Free Market Education Foundation

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Memorandum

To: Interested Parties

From: FEEC

Date: August 26, 1991

RE: Kevin Price's speech in Vital Speeches of the Day

The speech that Kevin Price delivered in Poland has appeared in the most recent issue of the national publication, Vital Speeches, which is well respected in academic, political, and business circles. Less than 250 speeches a year appear in this magazine.

Other speakers included in this issue are the Secretary General of NATO, the head of the Kwazulu Party in South Africa (Buthelezi), and a former Governor of Colorado. The following describes the objective of this publication.

"The publishers of Vital Speeches believe that the important addresses of the recognized leaders of public opinion constitute the best expression of contemporary thought in America, and that it is extremely important for the welfare of the nation that these speeches be permanently recorded and disseminated... This material gives the reader the best thoughts of the best minds on current national problems. It also offers the student of public speaking examples of the effective speech of today of those who have attained leadership in the fields of economics, politics, education, sociology, government, criminology, finance, business, taxation, health, law, labor, etc."

This speech was delivered in Warsaw, Poland as part of a select delegation of Rotary International to teach free enterprise to Eastern Europe. A copy of the speech is enclosed.

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VITAL SPEECHES

— OF THE DAY —

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THE BEST THOUGHT OF THE BEST MINDS ON CURRENT NATIONAL QUESTIONS

NATO's Major Political Tasks

EUROPE NEEDS AMERICA

By MANFRED WORNER, *Secretary General of NATO*

Delivered before The Economic Club of Detroit, Detroit, Michigan, June 26, 1991

PRESIDENT, Ladies and Gentlemen, NATO's business is security. For four decades the Soviet threat was clearly perceived. Today, the old certainties, like Cold War confrontation, have gone, and in all probability are not going to be replaced by a set of new, equally dependable certainties. If and when a New World Order does emerge, it will be more complex, fragile and certainly more difficult to manage than the bipolar world of two competing military, ideological and economic systems we have just left behind.

In such an environment and now that the Russian threat has receded, do we still need NATO? Do we still need a U.S. commitment to Europe? Where and what is the threat? Where is the enemy?

A British Daily recently described NATO as
"a solution in search of a problem."

And just a few days ago, a New York Times editorial stated
"... NATO has lost an empire, but not yet found a role."

Are they right?

NATO's main task was and remains to provide security. If there are no more risks, dangers and threat to our security — NATO has become irrelevant.

If we want to get a serious and valid response we have to look at the historic context in which we live and act.

The world has been shaken up momentarily by the collapse of communism and its politics have yet to set into their next mould.

History is on the move. The old world order of Yalta has broken down. A new world order has not yet taken shape. So ours is a world in transition — looking for a new order on which to build a better future.

A new international order of some sort will come — willy-nilly. The question is: which one do we want and how can we influence the course of history towards our vision of such a new international order and a new European security order?

Such a historic phase is quite naturally marked by all kinds of uncertainties and instabilities. You have only to look to the Soviet Union, the Balkans, the crisis belt from Maghreb to the Near East to get an idea of the unrest — volcanic, revolutionary of such an epoch of history.

It is worth remembering, in this connection, that 1990, the first post-Cold War year, saw in addition to the Iraqi occupation of Kuwait, the near-outbreak of hostilities between India and Pakistan, an intensification of tension between Israel and its neighbours, a renewed Syrian drive to impose control over Lebanon and violent civil war in Liberia and Ethiopia. Conflict in the Third World is not going to go away just because the Cold War has; indeed it may well intensify.

Closer to the Atlantic Alliance's traditional focus, Europe, we see that the collapse of the Soviet imperium, due more to internal than external pressures, has allowed the nations of Central and Eastern Europe to break free. But at a time when Western Europe is moving increasingly towards a political union of like-minded nations freely surrendering some of their

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It is the policy of the publishers to cover both sides of public questions and to print all speeches in full. Where it is necessary to condense a speech for reasons of unusual length or the use of extraneous matter, it will be so stated when printing. They feel that it is only in the unedited and unexpurgated speech that the reader can best obtain the view of the speaker.

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times, the most important and absolutely necessary element of a decision is to say "no to a friend."

Our society has many small "c" corruptions. They are the subtle sins, the vague vices.

I have always been intrigued by the concept of the seven deadly sins which, as you remember, included such things as sloth and gluttony. Let me, with a nod to Ghandi who first attempted to rewrite the seven deadly sins, give you mine. They are:

SEVEN DEADLY SINS (REVISED)

- Wealth without conscience.
- Success without sharing. Health without empathy.
- Price without humility.
- Knowledge without wisdom.
- Pleasure without moderation.
- Luxury without sharing.

Beware of the sins that sneak up on you while you think you are out "doing good." Beware of the corruption of the small "c's."

AMENDMENT V — *"The ultimate challenge of a nonprofit organization is to create a good society."*

You ultimately cannot have a successful organization in a corrupt society. Nonprofits must not only work for successful specifics — they must work for a successful society.

Winston Churchill once said,

"We built our buildings and then they built us."

I am convinced that is true. All you need to do is see the English school children going to look at Westminster Abbey and other English institutions with awe to recognize how tradition inculcates people with patriotism, morality, and even chivalry. It clearly applies to ethical behavior. One scholar stated it this way:

"We all know if only from experience that to be human means being born and reared in families and as part of neighborhoods and communities with whom we share a way of life instead of habits and beliefs — a system of values. Without those concrete and specific values, few individuals could long survive. A common life together in the United States depends upon habits and attitudes we do not have to think about: concern for the welfare of children, a sense of lawfulness, and a respect for property."

Our institutions are clearly part of a larger culture and com-

munity, and we must keep in mind that ultimately we have an obligation not only to serve our clients, but to build a just and stable society.

I am intrigued about the relationship between the word "integrate" and the word "integrity." One author states:

"The noun 'integrity' is derived from the verb 'to integrate.' If we are going to think and behave with full integrity, then we must learn how to integrate our different ways of perceiving the world so as to develop a multi-dimensional integrated world view. To behave ethically is to behave with integrity."

I believe that it is of immense importance that we try our best to integrate the great complexity of human experience into our daily lives. I believe a nation remains great only as long as it remains moral. Arnold Toynbee, after spending a lifetime in the study of decline of nations, says:

"The autopsy of history is that all great nations commit suicide."

Numerous historians, including Toynbee, traced the decline of nations to a growth of hedonism, self-indulgence, and loss of values. The role of the national character has forever been a contributor to the rise and fall of nations.

The United States is just faced down its greatest external enemy. And, today, our greatest dangers are not foreign enemies, but internal inadequacies. It is greed, over indulgence, selfishness, hostility, arrogance, carelessness, and narcissism.

Saul Bellow, the Nobel laureate novelist from Chicago, observed recently that

"the excess of liberty in American culture is as serious as the deprivation of liberty in the Soviet Union."

I believe we have an excess of liberty in the U.S. In attempting to be tolerant, we wiped out all the rules. I saw someone the other day referred to as "a Catholic lesbian feminist nun." It is hard these days to find a standard to which we can hold people. We live, as one author put it, in "the Golden Age of Exoneration." Everything is relative. Our moral compasses gyrate wildly — there is no true north. But history shows that is not a sustainable trait in a society.

So I commend you not only on the good work you do for Colorado — which is immense — but also because you are asking tough questions about "tough choices." Thank you.

Free Enterprise

EASTERN EUROPE'S FUTURE

By KEVIN J. PRICE, Executive Director, Free Enterprise Education Center

Delivered before the Rotary International and the Rotary Club of Warsaw City, Warsaw, Poland, May 12, 1991

I AM pleased to be with you here today and to share with you the free market discussion. This topic is important, because many of the activities that are part of the free market — marketing, capitalization, etc. — cannot be done with a free enterprise system. In this session we will examine the elements of the free market, the role of government in a free society, and other aspects of the free enterprise system. *The U.S. — Not Always Free*

America did not just get a successful free enterprise system by magic or luck. The United States rose out of revolution to gain the freedoms we all enjoy today. We empathize with you

as a nation that has had a similar experience. We have seen you struggle for many of the same ideas, beliefs, and desires that made the U.S. possible.

Just over 200 years ago, the American colonies was in a serious conflict with a tyrant of its own. This dictator was not Marxism, but monarchy. Yet, the list of grievances we had were very similar to those of Eastern Europe towards their own leaders.

The Declaration of Independence made the following charges against England:

— The King prevented free elections.

— He kept "standing armies" from a foreign land among us, without consent of the people.

— He taxed us without our consent.

— England used us as a colony for their economic benefit.

These offenses are only a small part of the total case made by the colonies towards the monarch.

I am sure this list sounds familiar, because I saw most of them in our newspapers in relationship to Eastern Europe.

Like you in Eastern Europe, our Revolutionary War required individuals to put their careers, families, and personal well being at risk. The result of this effort was one of the most prosperous and free nations in history. This did not come simply from overthrowing a dictator. It was important for our nation to develop a government that would cultivate a free society: economically, socially, and politically. In a moment we will examine the elements of the American system of government, particularly those elements that have allowed the U.S. to be so successful economically.

But first, I would like to note that the people of Poland have long respected the importance of a free society. This fact is reflected in your great Constitution that went into effect two hundred years ago this month.

I have had an opportunity to study it while here in Poland and have been impressed with its commitment to individual freedom as reflected in the following quote:

"We publish and proclaim a perfect and entire liberty to all people."

I believe this is an excellent objective, one that should be pursued by the people of Eastern Europe today. It may have been too progressive for Europe in the 18th century. But it is an excellent goal as we approach the 21st century. Now, let's examine the U.S. system.

The U.S. Constitution

The founding fathers of the U.S. forged together a government built on a Constitution that assured individual liberty. It is a small document that gives very specific powers to the federal government, leaving the rest of the powers to the fifty states of the Union and the people.

It is not my belief that the people of Poland must have a Constitution identical to ours to have a successful, free market, economy. It is obviously very important that your government is sensitive to your own particular culture. It is interesting to note, however, that the German and Japanese Constitutions are extremely similar to ours, since we helped them establish their governments after World War II. This has allowed both of them to enjoy incredible economic growth since that time. Therefore, it does seem that our Constitution has qualities that are successful in any culture. The most important of those qualities is the respect of the individual. Two very important elements of our Constitution are:

— The role of government in business is to assure that the business environment is fair and to prohibit corrupt practices. Essentially, government's role is to protect individuals from other individuals.

— Although our government is largely "democratic," it is described as a "republic." A republic has two important characteristics:

— It means that those in office are accountable to all of the people

— It means that the U.S. is a nation of law.

This last point is very important. This means that all opinions and beliefs are protected under the law — even those vic-

that are unpopular with the majority. Democracies have allowed for the majority to harm the minority, Republics protect everyone.

These are just a few of the important elements of government in a free society. Again, the American system is not necessarily perfect for every country. However, it has enjoyed a track record that is unprecedented.

When Will Eastern Europe Prosper?

When Eastern Europe will prosper is a question on the hearts and minds of virtually every person in this part of the world. So much has already been accomplished towards creating an environment conducive for you to succeed; but, in light of enormous unemployment and inflation, you want to know when things will turn around for you.

It is a legitimate question and one that needs to be addressed. However, it would be impossible for me to simply put a time frame on it. Much of it depends on the type of government Poland forms.

We can make an assessment of what it will take for Eastern Europe to experience a turn around by taking a look at other nations that rose out of economic despair. We could spend a whole day doing this. Chile had the worse inflation of any country in the world twenty years ago, today it is among the lowest. West Germany was in total economic ruin after the war, today it has a very powerful economy, even with the challenges raised by reunification. However, when we look around the world for a prosperous country, virtually everyone notes the enormous success of Japan.

Following World War II Japan was in ruin, two of its largest cities were flattened by atomic bombs, the infrastructure was virtually non-existent, it was in a terrible state. According to economists James Gwartney and Richard Stroup in their book *Economics: Private and Public Choice*,

"The Japanese people in 1950 were poor and their methods of production primitive. Forty-two percent of the Japanese labor force was employed in agriculture, compared with 12 percent in the U.S."

The individual earning of the average Japanese was one-eighth that of the average American.

The authors state that "the transformation of the Japanese economy during the last three decades is the success story of the postwar era. Today the Japanese economy is the third largest in the world. Adjusted for inflation, the GNP of Japan grew approximately 9.5 percent annually between 1950 and 1980. During that period, the income of the typical Japanese family measured in dollars of constant purchasing power, doubled every eight years."

How did they do it? Gwartney and Stroup list three major factors that have led to Japanese success. Each of them are grounded in the belief that the free enterprise system is the best way for economic growth.

— Japanese management and workers cooperate as a team to succeed in the market place, rather than oppose one another as in the case of labor unions. This is reflected in the fact that the Japanese have company unions rather than labor unions. Company unions are inclusive, when they say "us against them" they mean competitors. When labor unions say "us against them" they mean management. These subtle differences are crucial in the success of Japanese corporations.

— There is great emphasis on savings and investment. The typical Japanese laborer in urban areas saves approximately 20 percent of his income.

Finally, the tax system encourages economic growth by staying very low. In fact, their taxes are the lowest of any industrialized country in the world.

The Japanese began to notice a dramatic change in their economy immediately after the war. The average salary of the typical Japanese worker doubled in the period of 1950 to 1960 alone. I believe that the lesson to be learned from most countries that have enjoyed great prosperity is that government has played a limited role and has allowed the free market to prevail.

Foundations of a Free Enterprise System

Texas A & M University is one of the leading schools in the United States in the field of economics. The University founded an institute on economics called the Center for Education and Research in Free Enterprise. That organization has established five "Foundations" of the free enterprise system. According to the Center, these foundations are essential for any economy to succeed.

Private Property: Private property is wealth and power. Private ownership disperses power and conserves resources.

Economic Freedom: Freedom of choice for individuals and businesses.

Economic Incentives: Rewards: profit, high income, job satisfaction. Punishments: losses, failure, low income, unemployment.

Competitive Markets: Markets provide information and promote cooperation. Competition protects consumers and workers. It encourages product variety and low prices.

Limited Government: Rule-maker and umpire to protect property and freedom, and to promote competition.

These foundations are very important and, I believe, they help provide for us freedom in a nutshell. Let's discuss these in more detail. Each of these foundations have one thing in common: they provide for an economic system that serves the people, not the other way around.

Private Property. Private property is more than land or real estate, it is all kinds of personal possessions. It includes food, clothing, cars, and money. In a free society, property rights have three characteristics.

1) The owner's right to determine how his/her property is used.

2) The owner's right to transfer ownership to someone else.

3) The owner's right to enjoy income and other benefits that come his way as a result of his ownership of the property.

To enjoy all of the aspects of ownership, requires that the owner has the right to exercise each of these rights. What are the benefits of private property? The Center brings out two important points.

- Allowing private property allows for power to be dispersed. Since ownership of property is the same as the ownership of power. Property dispersed among the people, makes the people powerful. Property concentrated in the government makes the government powerful. Private property, thus, prevents power and property from being abused.

- Private property encourages the conservation of our resources, because when property is privately owned it is naturally better taken care of. The Center notes,

"If property is mistreated and loses value, the individual owner loses some wealth. If we do not have these rights of ownership, we have little reason to maintain or take care of property."

In sum, property is wealth. The rights of private ownership

of property encourages us to work hard and be productive so that we can own property, leading to economic growth, which increases opportunities for everyone.

Economic freedom. In America, economic freedom is generally considered one of the many freedoms we enjoy; such as freedom of speech and religion. There are, in a free society, freedoms for both businesses and individuals. Let's examine the economic freedoms of businesses first.

- The right to start or discontinue businesses.

- The right to purchase resources that they can pay for.

- The right to choose technology.

- The right to produce products and to offer it for sale at any price.

- The right to invest and save in any way.

- You also are allowed to fail in a free society.

Individual economic freedoms include

- The right to buy any good or service available provided he can pay for it.

- The right to offer his services for any type of job.

- The right to quit any job.

- The right to use his own resources in whatever way he wishes, consistent with the rights of others.

Again, these rights do not include the guaranteeing of success. That is up to the initiative of the individual. This initiative is linked to the next point of our discussion, and the third foundation, economic incentives.

Economic incentives. Economic incentives for businesses and individuals include the following:

- Businesses seek high profits.

- Property owners want the highest price for their resources.

- Workers want the highest salary as possible.

- Consumers want the lowest prices and highest quality.

The free enterprise system comes closer to meeting these desires than any other system, because individuals have reason to believe that their situation will always improve.

Although businesses seek high profits, they make sure they are not so high that they cannot compete. Although property owners want high selling prices for their resources, they will keep that price reasonable to make a property more competitive. Workers in a free market will tend to cooperate with their employers to establish salaries that do not hurt a business's ability to compete, since wages is one of the biggest expenditures of most businesses. The big winner in the free enterprise system is the consumer - each and everyone of us - because each of these other parts of the free enterprise machine work together to accommodate customers.

Rewards for economic activity include money, better benefits, better facilities and more. These are all positive incentives.

But there are also negative incentives, or punishments. In a free enterprise system, punishments take the form of losses: loss jobs, profits, opportunities, etc. In a free market economy, it is the responsibility of the business and the individuals in a business, to succeed or fail. This is why a work ethic is very important in a free market economy. In a command economy, where government authorizes the production of goods and competition does not exist, there is little incentive among individuals to produce beyond the minimum necessary. Economic incentives allow for great success, both personal and economic, in a free market. They also allow for failure, if individuals and businesses fail to compete successfully.

The work ethic. In the free market, the work ethic plays an

important role in keeping the economy productive. Every individual has a work ethic, the only question is whether or not it is a good work ethic. A positive work ethic has the following characteristics:

- great importance is placed on personal productivity
- individuals sacrifice, even personal time, to aid the growth of the business they work for
- an attitude of cooperation prevails, both among employees and employers

Employees and employers know that if they do not produce at a maximum, a competitor will, and that could result in the loss of jobs and companies. That is one of the most important elements of the free market economy: each individual is responsible for his own economic destiny. His or her ability to succeed depends upon the individual and the individual alone. In a command economy, the government determines:

- where an individual works,
- who an employer hires,
- and the grounds for one being fired.

In a capitalist economy, the market determines all of these factors. Therefore, an individual is completely responsible for his or her economic well being. If an individual does not produce in a way necessary to maintain his job, he could be replaced. More important than this list of negative reasons for having good work habits are the numerous benefits:

- greater profits for your business
- higher profits lead to higher salaries and more benefits
- greater productivity leads to more products and better choices for the whole economy

The benefits of a good work ethic are tremendous and far outweigh any benefit to be derived from a bad work ethic.

Ethics in business. In addition to a work ethic, which provides an incentive for individuals to be productive, business ethics provides an incentive for individuals to work honestly.

Business ethics have become a positive force in economics. It is more than just preventing businesses from doing wrong, it means doing all that is possible to satisfy customers. The belief in a good business ethic is expressed as the major theme of many businesses:

- Avis rent-a-car says "we try harder."
- Ford car company says "Quality: job one."
- Other more generic slogans include:
- customer is king
- service with a smile
- customer is the employer

It is true that laws exist in every country to make sure businesses work ethically; however, in the free market, other forces seem to have a stronger impact on business ethics. These include organizations like the Better Business Bureau, the media - which reports on bad business practices, and other competitors. On this last point, businesses are always quick to point out the flaws - either in price or quality - that exist in a competitor's product. Simply put, in a truly competitive economy, bad business ethics will not work. Companies and individuals that do not maintain a high standard of business ethics face terrible consequences for their behavior, because so many forces keep them in check.

Although it is true that people have made a "profit" through unfair business practices, the typical result in the U.S. for such behavior is that these businesses go under financially or the owners face stiff criminal penalties.

Therefore, one of the most im- elements of a suc-

cessful free market economy, is a strong commitment to business ethics. Good ethics makes the difference between winners and losers.

Competitive markets. The individual or customer is king in the free market. The free market acknowledges the fact that quality means different things to different people. With this in mind, the economy will provide numerous products in an effort to create a larger market. In a free market, each individual has his own votes, and those votes come in the form of money. Unlike political systems, where there is only one winner in a majority vote; in a free market election we are all winners because there are plenty of competitors who are more than happy to broaden their share of the market place. We see how such "voting" works, when a consumer chooses a Coke over a Pepsi. This sends a message to both products, potential success for one and potential problems for the other.

It is in competitive markets, that prices are kept to a minimum and quality to a maximum. Each of the businesses are competing for your "votes" or money to outdo one another. The beneficiary of all this competition is the consumer, every individual who seeks out products to improve the quality of his life.

Efforts to reduce costs by finding better means of production leads to greater innovation and technological progress. Furthermore, a large number of suppliers and employers prevents any single firm from exploiting individual consumers and workers.

Competition serves as one of the best regulatory forces in an economy. Companies will keep a close eye on one another to make sure that each company's products are safe and beneficial to consumers.

The most attractive aspect of the free enterprise system is that it is beneficial to all. Individuals are not forced to be involved in business dealings, such as buying and selling, in a free market. Instead, all economic activity is conducted on a voluntary basis. Free enterprise is a true economic system, meant for the country as a whole and not for a few aggressive individuals.

Finally, lets discuss the role of government in the free market. Government in a free market plays two very specific and limited roles. They are:

- Rule Maker: government makes and enforces laws governing the conditions under which voluntary transactions are made. Such laws are designed to protect the rights to private property and individual freedom and to preserve and promote competition.

- Umpire: government acts to settle disputes resulting from conflicting interpretations of the rules.

This is very similar to a basketball game, where rules are made by a committee, but are enforced by referees. However, you will not have officials taking free throw shots to help a team that is behind in the free market game. There is no other major economic responsibility for government in a free society, it should never play a parental or coercive role of granting certain benefits to individuals or groups at the expense of others.

To sum up the assessment of free enterprise from this institute; the free market is designed to serve the individual, not the state, through these five basic foundations.

That is why free enterprise is so beneficial to society as a whole. Individuals working together to benefit themselves cre-

ates an economic system of winners. After all, individuals and groups enter into voluntary exchange because they will be better off by making the trade. Economic incentives encourage voluntary exchange and the continued growth of the economic pie.

Megatrends 2000 states that Poland could be a major economic influence by the 21st century.

One of the most popular books in the U.S. today is *Megatrends 2000*, which projects the trends of where the world is going as we approach the 21st century. The authors have a chapter on free market socialism that does an overview of how the government's role in traditionally command economies is declining. One of the bright spots, and a subsection of the book is Poland.

According to the authors, Poland is enjoying a renaissance in its society. Economic and social reforms are largely from the people up, rather than the government down. The importance to this is that the society as a whole is already receptive to the challenges that come with true economic reform. Electoral reform that is the envy of Eastern Europe has already been instituted, to allow individuals to impact the way their government behaves. According to the government's plans, 90 percent of all state-owned factories and businesses will be auctioned off to private owners. The Polish government has

decided to "support a radical restructuring of the economy, including a strong emphasis on free-market mechanisms and private enterprise."

Furthermore, Poland's Communists have "surrendered their monopoly of power. In another era it would be a political earthquake; but today it is the direction the world is going." One specialist with Poland's State School of Planning has gone so far as to say,

"The dream of an economic system better than capitalism is dead. There is no third way, no model between Stalinism and capitalism that works well."

All this is to say that Poland is on its way to becoming economically influential. It is obvious that it has made important progress in being a leader for Eastern Europe and, I believe, a future player in the world economy. It is true that there is much to be done, but progress is notable.

The significance to *Megatrends 2000* is that it is a very popular book among American readers in general and those in business in particular. Many are exploring the prospects of business opportunities and investments throughout Europe, this important book makes the case that Poland is a viable location to do business.

In closing, I believe that the prospects for Poland are good. It is simply up to you. Your future is in your own hands.

In Praise of Teaching

THOSE WHO CARE, TEACH

By DANIEL J. ESTES, *Associate Professor of Bible, Cedarville College*

Delivered upon Receiving the Sears Foundation Award for Distinguished Teaching, Cedarville, Ohio, May 21, 1991

OUR lives are often punctuated by proverbs. From the time we are young we are told, "A penny saved is a penny earned." "Look before you leap." "Sticks and stones may break your bones, but names will never hurt you." "Early to bed, and early to rise, makes you healthy, wealthy and wise."

When proverbs like these enter the collective memory of a society, they become accepted as unquestioned axioms. In reality, proverbs are short-cuts to thinking. They derive their potency from being concise and memorable, but often this power is purchased at the price of precision. For example, in times of high inflation saving may actually result in diminished buying power. If we look too long before we leap, then we come to realize that he who hesitates is lost. Regardless of what I was told, sticks and stones never hurt me as much as the cruel taunts of other people. And, alas, many a young man has learned that early to bed and early to rise means that the girls go out with the other guys!

Nevertheless, even though proverbs may be imprecise, they are as deeply rooted as dandelions. I would like to re-examine a proverb which has come to be regarded as a truism by much of our American society. I first heard it during my senior year of college, and most recently I read it in the May 8 issue of the *Chronicle of Higher Education*. No doubt most of us have heard it, and many of us may have said it: "Those who can, do; and those who can't, teach."

The cynical depreciation of teachers reflected by this proverb is seconded by many voices in our society. In recent months

several best-selling books have attacked the teaching profession for harboring irrelevance, indolence, and incompetence. At the present time our country faces a glut of lawyers, but a widespread shortage of teachers in critical areas. Governmental assistance to all levels of education is being cut, and local tax levies are defeated nearly three out of every four attempts. Not only are teachers paid a fraction of the salaries of other professionals with equal education and experience, but it is not at all uncommon for a recent graduate to accept an entry-level position in industry with compensation greater than that of his professors. At best, teachers are viewed as harmless lightweights. More commonly, they are scorned as under-worked eccentrics who couldn't hold down a real job. After all, as the proverb says, those who can, do; and those who can't, teach.

To be sure, many of us could no doubt relate anecdotes and horror stories of teachers who did not teach, classes in which no learning occurred, and courses which were largely a joke. As in every line of work, there are teachers who admirably fit the denegrating caricature drawn so frequently in our society. However, to point to individual cases of patent ineptness does not justify categorical criticism of teachers. It is my contention that when the facts are scrutinized, the popular proverb does not stand.

Metaphors and similes are pictorial proverbs. They use pictures to communicate general truths in concise and memorable ways. Many such figures have been used to illustrate what a teacher is and does. Socrates pictured the teacher as one

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October, 1991

TO:

Kevin Price

FROM: Robert Huberty
Director, Resource Bank

SUBJECT: Guide to Public Policy Experts

I would like to include your name in Heritage's forthcoming Annual Guide to Public Policy Experts (8th edition). This 350 page directory is sent to government officials, congressional offices, newspaper editors and others who need access to policy experts. Heritage's Annual Guide has been a useful tool in steering them to writers and speakers whose views challenge the conventional wisdom.

May we list you in the Guide? The attached sheet lists the subject categories and provides sample entries from the first page of the Guide.

Please let me know the specific title, address, phone number and categories by which you should be listed. Of course, we will not list you without your permission. It will also help to have a copy of your vita for our files.

Please respond as soon as possible. We will send you a copy of the Guide next year. Thank you for your help.

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