

The City University of New York
FIORIELLO H. LAGUARDIA COMMUNITY COLLEGE
3110 Thomson Avenue
Long Island City, NY 11101

July 3, 2011

Dear Fellow Educator:

As the Assistant Dean of Student Affairs for LaGuardia Community College, I face the same, if not worse retention challenges as high schools across the country. Whether working in K-12, or in institutions of higher learning, one of the greatest threats to the youth, as well as our country, is the dropout crisis.

I met Mr. Powell through my book club. We reviewed and offered our feedback for his first book. After our meeting with him, Mr. Powell informed us he was working on a project which he said, "would revolutionize the social and economic landscape of America and be just as significant as the famed formula $E=MC^2$." I told him we would love to review it when it was ready.

Two years later, Mr. Elliot Dawes, the University Director of the Black Male Initiative for CUNY sent an email to the entire BMI directorship, informing us that a very passionate and dynamic young engineer/publisher named Bintell Powell is introducing an economic tool that we should all take a look at. He said because we have done little to promote economic literacy, this would be a great opportunity for us to fill that void. He said this tool is a virtual "money machine" called **THE FORMULA**.

A few days later, my assistant informed me that Bintell Powell was waiting on the line to present his book to me and the students of the Black Male Initiative in a symposium format. In his words he was going to, "Teach the students how to make money machines with the most reliable machine known to man, a formula." He said, "Teaching this formula would stop our students from giving up and dropping out!"

In the following months, I purchased the book for myself as well as my book club. Before I had the chance to read it, one of the book clubs harshest critics called me and said, "Well, Mr. Powell surely is on to something. These young people need this desperately! I'm giving it to my son and making him read it."

I booked Mr. Powell to speak to the student body of the BMI on our campus shortly after. Two days later, the students rushed into the office clutching the book and referring to it as the "Money Bible." My staff members who attended Mr. Powell's symposium said, "It's true, he did show us how to make a money machine and he did make the best case I've ever heard as to why dropping out of high school or college is a clear path to failure in money making." They said, "The entire room was in a trance as he showed them how to assemble their money machines. He also told them exactly what they would face when they graduated and how and why dropping out is a mistake."

I have read this book myself and I have to agree. This formula is a revolutionary tool. If we can get the youth of today to understand the way this formula creates the success they desire, they will adjust their behavior and make different choices on their own, making our jobs as educators easier. This formula needs to be taught across the board and as early as possible. This way, not only the rich children from privileged backgrounds, who have parents that already know how to build money machines have a clear understanding of how to use their education to make all the money they dream, but the poor children who are “at-risk” have the same chances. I am proud of what Bintell has done and I hope you will give this book and program your full attention.

Sincerely,

Renee Butler
Assistant Dean, Student Affairs
(718) 482-5292
rbutler@lagcc.cuny.edu

