



Medgar Evers College

of The City University of New York
1650 Bedford Avenue, Brooklyn, N.Y. 11225

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Dear Academician:

There are so many social and economic issues that are destroying the African American community today. Our children suffer from a crisis in the breakdown of the family unit. There are problems that are destroying the fabric of our families at epidemic proportions. The media is propagandizing our children before they have a chance to gain their sensibilities. Gang involvement is the preferred choice for our youth when compared to a high school and college education, infecting disadvantaged communities across the country like a cancer. All of these devastating social ills can be cured or better yet, prevented, with a healthy dosage of financial literacy.

I have read many "self-help" books in my day. Many of these books in some way echo the message in Mr. Powell's work **THE FORMULA**. When Mr. Powell came into our monthly directors meeting for the Black Male Initiative and presented his theory, I had already done the pre-reading. He was kind enough to give me his book to read. His words were, "We are in the midst of a paradigm shift for the world. I have a formula, it works and I believe it is your duty to share it with our youth!"

I took the book home and read it quickly, as it was an easy read. I immediately recognized that the book was written for a wide variety of age groups and is very appropriate for young people. It spoke to all their issues directly, namely their need for social acceptance, senseless violence, media driven materialism, and most of all, the endless lust for the money that is evading them. I soon brought Mr. Powell in to speak to our students at Medgar Evers College and his speech went over VERY well. What I think is really telling was the reaction I got from my eleven-year-old son who is reading the book now. Within a week, he burst into the kitchen one morning and his words were, "Daddy, all I need is information, commodities and relationships and I'm all set!"

The value of this text is that the stories are simple enough for even an elementary school child to digest and feel confident enough to then apply to their daily lives. **THE FORMULA** itself is simple enough for all comprehension levels. As I was reading **THE FORMULA**, the thing I was thinking was,

“How can I build my money machine as quickly as possible?” In this formula, we have a healthy alternative to the misguided choices which are destroying not only them, but the core infrastructure of our communities. **THE FORMULA** is a right of passage.

Sincerely,

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