

# CONCENTRIC & The SustainableLIFE™

## *(The Resonance®), PART 3)*

a T.E.D. TALK® presented by

**J. Garrett Smith, PE**

Chief Technology Officer / CONCENTRIC Industries, Inc.

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### 1/ Welcome To The Moral Kiosk

PERFORMANCE. EFFICIENCY. MERITOCRACY. SOLIDARITY.  
THE FUTURE OF ENERGY, FOOD, AIR & WATER FOR THE WHOLE WORLD.  
DISTRIBUTED GENERATION. DISTRIBUTED HARVESTING. MEGATRENDS.

What's This ALL About?

The heart of CONCENTRIC breeds Dignity: Caring & Receiving Care Equally.

*The Resonance®* is certainly based on the intelligent application of good science.

But the foundation goes deeper still: it's **MORAL**.

### 2/ Vantage Point: Standing on the Shoulders of Giants

Because building on past discoveries is one thing, but building upon leading ideas of how to **apply** them for **great good** is altogether something else.

• R.C.K. Diesel, the renowned engineer and inventor, faced head-on and offered resolution to the iconic ironic "*Technology & Society*" paradox in his 1903 "*SOLIDARISMUS*":

#### CHALLENGE:

"Why is there a greater output of goods,  
yet intensified physical and spiritual poverty?"

#### RESOLUTION:

"To find solidarity, the mass of humanity must become  
part owners in the sources of production."

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• India's famous Liberator, Mahatma Gandhi, declared with sagacity that "poverty can only be removed if the people's skills are used for productivity."

• Golda Meir, pivotal to the resurgence of the State of Israel, put it in this perspective: "Zionism meant to create a revolution in this sense, too: Diaspora Jews formerly prohibited from working or owning land in Eastern Europe became *chalutzniks* (pioneers of soil cultivation) with *zerizut* (alacrity)."

• Over 500 years ago, The Great INCA Empire of the High Andes built up "*Vertical Archipelagos*" to integrate and optimize a seemingly harsh environment and operated them on the core principle of RECIPROCITY – cultivating "pirua" (Quechuan for "granary", or "abundance", and the root word of PERU) for an entire culture. In a brilliant synthesis, a topography of separation and scarcity was transformed, by sheer Will, Moral Meritocracy & Ingenuity, into a setting of naturally-defined homelands, springing forth *more than enough*. The INCA vitiated conflict by averring what Elisha proved to the Arameans 3,000 years earlier: that there is 'Peace in Plenty'.

Abundant CommonWealth **must** be compassionate AND pragmatic in order to work economically, ecologically, socially and spiritually. That's why the "*Brix & MohrTar™*" nature of CONCENTRIC resonates with durable prosperity.

The CONCENTRIC resolution to threats to Quality Of Life (QOL) by means of establishing equitable employee ownership in state-of-the-art pureTECH is timeless in its importance.

The strength of *The Resonance®* is in the elegance of its simple and natural Applied Science. It's backbone is the employee-ownership and profit-sharing structure of its deployment within CONCENTRIC's borderless / global business model.

With Solidarity must also come Meritocracy – and this is where *The Resonance®* & CONCENTRIC bring sublime performance-based CommonWealth to a whole new level by marking it with Scientific & Moral - so therefore totalSUCCESS™ - as a Paragon of Sustainability for the whole world.

### **3/ The Enduring Common Currency, Then & Now ... is Solidarity**

Because, what the Great Pole, Lech Walesa, stood mightily for in the 20<sup>th</sup> Century wasn't just the worthy fight for just valuation of craftsmen who build things to last, but also for establishing a Performance-Based CommonWealth – one of Compassionate Meritocracy – in which rewards are sufficient to empower society's responsible care for the unhealthy and unable.

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This IS the convergence of 'The Big Four' criterion for lasting "Quality Of Life" (QOL):

$$\begin{aligned} &<1> \text{Economic Abundance} + \\ &<2> \text{Ecological Stewardship} + \\ &<3> \text{Social Justice} + \\ &<4> \text{Spiritual Power \& Freedom} = \\ &\text{TOTALPROSPERITY™} \end{aligned}$$

This IS the practical PLUS value-based ideal of *The Resonance®*, where the Mind & Heart converge into a single, durable sphere. This IS the core of CONCENTRIC Industries; what the late, great American Entrepreneur Rich DeVos coined "COMPASSIONATE CAPITALISM".

### 4/ The Real New Deal of the 21<sup>st</sup> Century < RND21® >

Let's take a look at a real-time application.

Taking the queue from R.E.M.'s "*Cuyahoga*" on their anthemic 1986 album, "LIFE'S RICH PAGEANT":

*"Let's put our heads together. Let's start a new."*

To that end, let's apply authentic and durable Meritocracy to **RUST BELT RESTORATION** by way of The RND21®: sustainableLIFE™ from CLEVELAND TO CHARLESTON, CINCINNATI TO PITTSBURGH, across the heart and soul of a beleaguered Nation.

CONCENTRIC brings Thriving Answers to stagnating, unanswered questions and Sustainable Solutions to real, lingering problems.

We "get" to do THIS (and MORE):

- total revitalization of Appalachian Coal communities through HELIX coalZERO® utilization of America's 'Black Gold' with zero pollution or waste of any kind;
- SOSCO™'s unprecedented agricultural excellence supported by the StewardSmith® method for total utilization of livestock manures and food processing wastes around the buckle of the Continent's Grain Belt;
- KEMIYA's "NO WASTE WASTED"™ distributed ability to radically and profitably and cleanly convert ALL of society's garbage and sewage into pure electricity and water with ZeroPollution; and

• IDEN Science's Integrated, Distributed, Efficient and Natural urban & rural restoration initiatives driven by local *Bushnellian* Combined Heat, Power & Cooling (CHPC) designs that incorporate aquaZOE® and PhotoSynthetic Regeneration™ food production innovations that use pure Vertical Agriculture to Dynamically Reclaim broken buildings in shattered cities, and vacant industrial parks in ghost towns.

On this great opportunity and the ethic needed to seize it, I quote R.E.M. again, this time from "***Finest Worksong***" on their 5<sup>th</sup> album, 1987's, "DOCUMENT":

*"The time to rise has been engaged. You're better. Best to rearrange.  
What we want and what we need has been confused.  
I listen to the Finest Worksong. Your finest hour. Our finest hour."*

## **5/ Sustainable Results Demand Accurate Thinking**

Here's Alex Epstein of the CENTER FOR INDUSTRIAL PROGRESS:

***"High Energy Civilization is the driver of climate livability. Climate is naturally hazardous. There are 1½ billion people without electricity, the vast majority of whom will die early deaths – a solvable problem using fossil fuels."***

***"Not only are we ignoring the big picture by making the fight against climate danger the fixation of our culture, but also we are "fighting" climate change by opposing the very tool that has made it dozens of times LESS dangerous."***

***"The popular climate discussion has the whole issue backward."***

***"With high-density fuels, we take a naturally dangerous climate and make it safer."***

As a trained Natural Scientist and Licensed Engineer, I could not agree more with Epstein's clear and cogent thinking that is based on facts and ethics.

And *The Resonance*® amplifies Accurate Thinking by relentlessly pushing for 'BETTER': the improvement of already practical solutions. Climate endangerment of the poor is a moral issue and the gravest villains are climate catastrophists advocating for prohibition of Life Improvement for billions of people ... because it's so completely unnecessary:

While misguided masses clamor ignorant to justify hardship-pretend, *The Resonance*® challenges, "*Who will rise up and advance good science in order to harness EVERYTHING as Resources to cultivate Even More Pure Abundance?*"

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CONCENTRIC passionately answers the call with professional empathy through its proven and pragmatic fleet of Ultra-CleanTECH that has been strategically and ingeniously crafted for both giant-scaled Agricultural & Industrial plants AND commercial, neighborhood-scaled Urban operations.

All of these operate with not only zeroEMISSIONS, but also with Air & Water Improvements for real, advanced stewardship, the 'TEND THE GARDEN' kind espoused by *Boise Vineyard's* Tri Robinson.

Therefore, what CONCENTRIC "means" is that these real solutions can be ecologically and socially cited EVERYWHERE, remotely and locally.

THAT's the **MEGATREND** of 'DG + DH' = *Distributed Generation + Harvesting*.

THAT's the restoration of farms and factories PLUS the revitalization of neighborhoods, towns, cities and Nations.

THAT's 'REAL Answers to Real Questions'.

THAT's the *The Resonance®*, where Economics & Ecology, People & the planet, not only meet on common ground, but thrive, together, in Common Sense.

### **6/ The Enemy Within**

In closing, I want you to ask yourself, "Why does something as good as *The Resonance®* have to be "sold"?"

Seriously, ask, "What is so good about the status quo that makes people so skeptical that problems really can be solved?"

Ignorance, fear and prejudice walk hand in hand. But there's something deeper at play.

In 1966, The Hudson Institute at the base of Iron Mountain in Croton-on-Hudson, New York, issued "*The Report From Iron Mountain*", whose intent was to sell fear by buying the lie of lack. In June of 1975, the 2<sup>nd</sup> General Assembly of the "World Future Society" reinforced the myth.

"Humanity itself became the target".

By 1991, "THE FIRST GLOBAL REVOLUTION – a Report by The Council of The Club of Rome" was published by Alexander King and Bertrand Schneider, who wrote:

*"In searching for a new enemy to unite us, we 'came up with' the idea that pollution, the threat of global warming, water shortages, famine, and 'the like' would 'fit the bill' – all these 'dangers' are caused by human intervention. The real enemy, then, is humanity itself."*

The West's fabricated crisis-pretend warrants a reality check. Instead, I can hear the echoes of myth reverberating throughout America's ataraxic culture: a society that is brain anesthetized, media-tranquilized, and hypnotized by myopic victim fixations that don't exist.

## **7/ Green Lights**

But I also see Matthew McConaughey addressing GREENLIGHTS (not red) and proclaiming for #TeamEarth:

*"It's time to engage, not escape.  
Plant More Trees.  
While others pursue the metaverse and Mars,  
Let's Restore Ours.  
It's time to blaze our trail.  
Because the new Frontier ...  
It's Right Here."*

*The Resonance®* purposefully echoes Summers, Sting & Copeland: "**One World Is Enough**".

**And CONCENTRIC proves it.**

What does this mean for you? Real Solutions Exist for Real Problems, Right NOW.

So, 'Promote The Possible'.

Each of You is a signal: TURN GREEN.

**¡Vamanos! Let's Go!**

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**T.E.D. TALK®**

**TECHNOLOGY. ENTERTAINMENT. DESIGN.**

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