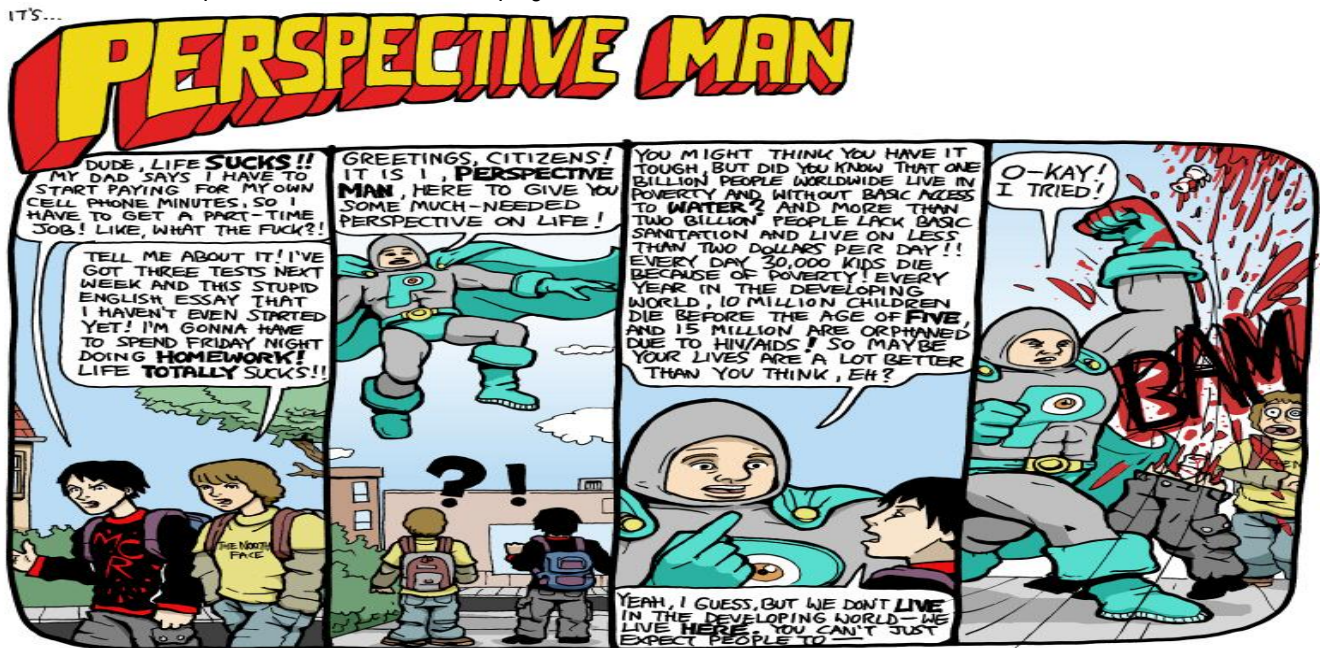


## Just in case it matters to you:

- MORE ON THE MILLENNIALS:** GEN WHY?ers “have an expectation that they deserve luxury now – not something you wait for and earn.” They are aware of international trends and brands, never having known life without a computer and “able to take in 20 hours worth of information in seven hours.” Not only is their attitude focused on high-end products and services, but they prioritize these as life-style choices – over 90% respond in surveys that they believe in rewarding themselves for ‘hard work’ by ‘splurging’ and that “looking stylish is important to feeling good about myself.” 2/3 of Millennial females bought an average of six pairs of shoes and over half bought an average of seven purses/bags/briefcases *in the past six months*. Over half claim they intend to own a yacht and “tend to associate travel, real estate and spa experiences with luxury.” Even more than Baby Boomers, these conspicuous consumers are keeping the fashion and retail industries alive. [TIME – STYLE & DESIGN – Spring 08]



- “A CLIMATE OF FEAR AND A SENSE OF POWERLESSNESS in the face of adversity are undermining faith in American ideals and fueling political demagoguery. Sustaining the U.S. global leadership and economic competitiveness ultimately depends on bolstering the resilience of its society... We’re becoming a brittle nation. An increasingly urbanized and suburbanized population has embraced just-in-time lifestyles tethered to ATM machines and 24-hour stores that provide instant access to cash, food and gas. When the power goes out and these modern conveniences fail, Americans are incapacitated. Meanwhile two decades of taxpayer rebellion have stripped away the means necessary for gov’t workers to provide help during emergencies...and the U.S. aging infrastructure compounds the risk of destruction and disruption, ...while 9 of every 10 Americans now live in locations that place them at a moderate to high risk of experiencing damaging high wind, earthquakes, flooding, hurricanes, volcanic eruptions, or wildfires.” [FOREIGN AFFAIRS – Mar/Apr 08]

### THOUGHTS FOR THE WEEK:

**“In 2008, gamblers will lose more money in Indian casinos than in Atlantic City, Nevada, and Macau put together. Five Californian tribes will each have twice as many slot machines as the MGM Grand in Las Vegas.**

**One year from now, In Feb. 2009, U.S. broadcasts go ‘digital.’ The switch doesn’t absolutely require a new set (since converter boxes are available), but forecasts are that Americans will buy 32M new TVs next year, while old models – each containing up to eight pounds of lead – find their way to landfills.**

