

Wow...what an introduction! As you might have witnessed I kept looking around and behind me, making sure they don't talk about another guy!

Anyway, good afternoon, welcome to this ceremony and I hope you are enjoying this beautiful day of summer on this nice campus!

Well, I have about 20 pages here for my speech, and that's only a short version of the initial 100 pages...Just kidding! Well, Winston Churchill, once said: "*If you want me to give a one hour speech give me couple of days to prepare for; for one half of one hour, I need one week; for a 5 minute, I need one month.*" And, I'm not Winston Churchill, thus I need two months!

Well, you heard a few things about me: Have a career in technology and business management, but actually love teaching more than anything else (even there is not much money to make in this profession). Right now I'm working in the entertainment and media in Hollywood (but I'm not a movie star)! In my youth I was big on bodybuilding, quite competitive, working out at the Gold's Gym in Venice with Arnold and all that time big names. And, as you have noticed, I have a foreign accent – but, I'm not Arnold's brother!

Well, that time, some of us look forward their entire life, has arrived! Graduating from university, perhaps with your bachelor's degree or graduate degree! It's a MAJOR life accomplishment, no matter how you look at! You brought in your family and it's time to celebrate, take pics and movies so you can show and perhaps inspire others, too! Someone was said, "*If you think education is expensive, try ignorance!*" Indeed, for some of you this degree culminates your LONG hours of study, work, personal and monetary sacrifice! And, if that meant expensive, there is NO alternative, ignorance does not take you anywhere, and you know it! And, let me make another comparison, by saying: "*Education is like these days filling up your car tank with gas; it's painful, but necessary!*"

Anyway, I got news for you! This is not an end, but a beginning! Now it comes that hard part: putting that degree, all things you have learned to work for you! Stevie Wonder once said: "*We all have ability. The difference is how we use it.*" And, based on my experiences, one more advice: whatever you have learned thus far in your degree studies, if you do not take any opportunity to continuously enhance it, I guarantee that in the next 2-3 years would be obsolete! Because, as Karen Kaiser Clark once said: "*Life is change. Growth is optional. Choose wisely.*" That's the speed of information and knowledge change in our era! We are continuously feed new information, and even in one domain alone, keeping up with it, is a major task. Thus, continuous education is the answer! Peter Drucker once said: "*The companies of the future will not compete only based on financial, market share or other assets, but based on the ability to innovate, to create knowledge, and from that knowledge more knowledge!*"

So, now as you are at a crossroad for your career, life your future, question comes, what is around you, what are the opportunities available to you? What is the State of the World? I would say, quite challenging! As you know we here in US are going through a prolonged economic crisis, lack of job creation, budgets and deficit challenges. Unfortunately, most of the world is not doing better, in many cases even worse.

So, the world of today presents challenges to you, as new graduates, but perhaps you are the generation to take us to the next level! In my opinion, the foreseeable future will be dominated by a few keywords: **globalization, leadership, entrepreneurship, social responsibility, environmentalism, outer space exploration and colonization (for a lack of better word), and innovation, particularly in medicine!** So, let's take a look at each of these major trends and how they should be part of your future.

**Globalization** – nothing new! Some can argue that globalization, the expansion of human activities in all geographical area started since the caveman. But, these days it takes new meanings, and, even though an old paradigm it still represents great opportunities for economic and social activities. And America has been and continuous to be a leader when it comes to globalization of its businesses. There are economic and social segments and markets that are “saturated” in US, but more than welcome or something in many corners of the world. Take one example: basketball and sports franchising in general are now quickly expanding in new markets mostly in Asia, China in particular. And, vice-versa, products and services less known here in US come across our borders every day, creating new markets, customers, business opportunities and personal wealth.

**Leadership** – initially a fancy word, not clear to many people how different is from management, continuous to be the main trait of a modern business owner or a classical manager in the corporate world. True leadership skills, as you probably learned during your studies can bring in the so badly new ideas and change to our economic challenges of today's life.

**Entrepreneurship** that actually goes hand-in-hand with modern leadership! When challenges abound around us, we need leaders, but also people with new ideas, innovators and the will to go against such challenges. And since its own birth, America was one of the places who never had a shortage of entrepreneurship! The greatest things we created here and around the world are due to our entrepreneurship, our pioneering spirit, of economic and personal freedom, to pursue our dreams – all, without entrepreneurship could not occur.

**Social-responsibility and environmentalism** – more or less new trends we see today in our corporate world, or even smaller companies. We learned, some the very hard way that even in capitalism, in a free

market economy, profits are not everything and at any cost! Otherwise, everything will “fire back” on us! More and more of our businesses do pay an increased attention to such issue, learning that they can expand, grow their business and markets, get the respect and reputation of their brand name only when they act socially responsible, and when they protect and enhance the environment. And, such activities only create more opportunities for you, those seeking new horizons and solutions to new or old challenges.

**Innovation-** in all areas, but especially in **technology, medicine, and space exploration**. Innovation, hand-in-hand with entrepreneurship and leadership and our American free spirit as a nation, will continue to make us the greatest, most powerful and advanced nation on Earth in this century, too! Our leadership in technology will continue, due to our world class universities and R&D labs in many corporations, thus new products will come on the market and with them many national and especially international opportunities. In particular, we will continue our journey out of our planet Earth, toward the solar system explorations. Many of the innovations and technologies developed at NASA came down to real –world applications and products that enhanced our lives. Going to new planets, not only will expand our knowledge of the universe, but create new businesses, make available to us virtually infinite levels of energy and natural resources that now are coming less available on our planet. However, when talking about technology, and having been making a living from it for almost 40 years now, it reminds me of what Larry Constantine, a computer guru of the ‘60s once said: “*A fool with a tool is still a fool!*” That is, technology by itself will not solve our challenges unless smart people will work with it, business savvy individuals will know how to apply it to real world situations –and that’s where education and training comes in!

By the way of advances in **medicine and technology**, I just heard in the news that the man who will live to 150 years old, easily and sound, was just born. And in the next 20 years the man who will reach 1,000 years lifespan (like in Star Trek) will also be born! Oops, I think I just missed that train – but, I believe in cloning! So, again and again, it’s time and many opportunities await you out there for change – you heard that before! And there are no other options, because as Lau Tzu, circa 600 BC once said: “*If you do not change direction, you may end up where you are heading.*”

We all want to be happy and successful. Especially you, as new graduates for whom life takes a new meaning and beginning. Albert Schweitzer once said: “*Success is not the key to happiness. Happiness is the key to success. If you love what you are doing, you will be successful.*”

And, the reality is that on this planet nothing really changed since the “caveman.” Despite all the developments, we, the humans have the same mentality, the same needs and desires, the same weaknesses and virtues as our parents, grandparents or ancestors from many generations ago: **All comes down to money and power!** Even though you heard this before, “*money does not bring happiness!*” Indeed,

*"Having more money does not insure happiness. People with ten million dollars are no happier than people with nine million dollars." Individualism and selfishness - what made America the greatest nation of our times - is good! Winston Churchill once said: "It is a socialist idea that making profits is a vice; I consider the real vice is making losses."*

Finally, as you embark on the new road to change the world, take on its challenges, hopefully for the better, for happiness and success, for money, power, fame or glory, please keep this in mind: *"On a tombstone, what really matters are not the years cut in, but the dash between them!" (That is, what he/she had accomplished during their live)*

Wishing you best of luck and God bless!

Cliff Kettemborough, August 6, 2011