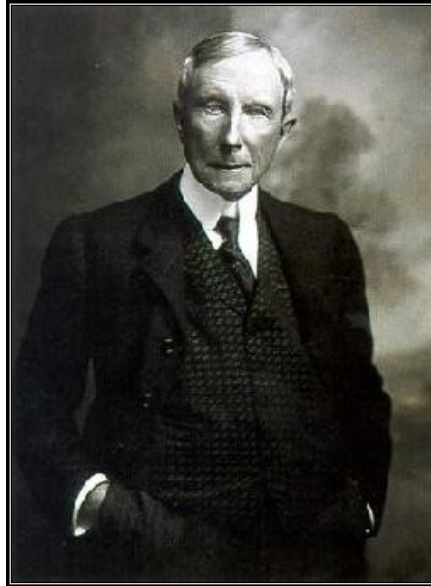


HOMELESS IN PARADISE

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Column #112



SELL THE SIZZLE, NOT THE STEAK!

Part 3: Helping solve homelessness the beneficent billionaire's way

By Wanda Sue Parrott

FOLLOWING last week's suggestion you consider running for mayor, the question arises: how much will the job pay?

If you're mayor of San Francisco or Los Angeles, expect a six-figure salary.

As mayor of one of the seven cities on the peninsula, prepare to tackle homelessness on a much-slimmer stipend when you help provide shelter and services to neighbors described by President Barack Obama as "those who have the very least."

That's where Monterey storyteller Phil Hawthorne's sales metaphor shines: Sell the sizzle, not the steak.

What's The Sizzle A Mayor Must Sell?

The sizzle is the most for the least.

The biggest bang for your buck.

The best bargain.

Translated into local lingo, it's the Matching Funds Challenge that helps provide services to the houseless here at home.

If you were already mayor, or councilmember-elect come January, you'd soon be invited to join the Matching Funds Challenge coalition of 2017.

Sizzle is empowerment a mayor, city council, planning commission and city staff are privileged to provide for the welfare of their community.

Like A Beneficent Billionaire?

A mayor is a politician sometimes likened to a beneficent billionaire like John D. Rockefeller, father of Standard Oil. During the Great Depression, Rockefeller gave away dimes to hungry people on the street, and got dollars in return.

Toward the end of his life, Rockefeller tried to give away his assets, but they kept returning multifold.

As mayor, you'll be like the head of a major corporation whose innate success is measured by how well the people who work for you and whom you serve, not just your profit-and-loss statement, withstand the test of time.

Despite fame and wealth, Rockefeller was mystical. "I have ways of making money you haven't dreamed of," he said. One way was the Law of Tenfold Return. Try it!

The Law Of Tenfold Return And The Law Of Expectation

Count your cash. Give away 10 percent, reinvest 10 percent, and recirculate 80 percent by spending it.

As mayor, remember that penny pinchers never prosper.

Rockefeller said, "If your only goal is to become rich, you'll never achieve it."

He also said, "Good management consists in showing average people how to do the work of superior people."

As mayor, expect good outcomes.

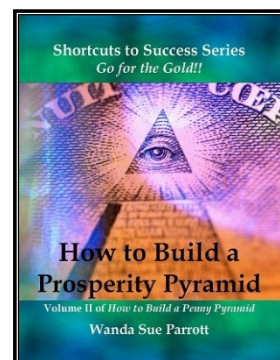
Find role models to emulate superior achievements. Then, using them as inspiration, devise your own plan for making things better for those in your community.

For instance, our current president-elect is a billionaire who successfully builds expensive living quarters called "towers" all around the world. Follow Rockefeller's advice and reduce the Trump formula down to a pennies-as-seed-coins plan that works for those who have the least.

Multiplied tenfold, a penny returns a dime.

One way to do it is to hire homeless people to build their own city-sponsored affordable high rise project named Peninsula Pyramid. The homeless would serve on the board of directors, as building management, and owners of the condo-style units they can purchase with low-interest loans.

Remember, the base supports the apex, not the other way around!



What You'd Earn If You Were Mayor?

Still thinking of running for city council next election season? If so, how much it will cost?

To get a rough estimate of the answer, balance time, energy and money required for campaigning against potential income from the office you seek, bearing in mind that compensation is usually a stipend that reimburses the mayor and council for out-of-pocket expenses like travel/transportation, entertainment and supplies needed to be of community service.

Since the mayor may make the same as, or slightly more than, councilmembers, here's a thumbnail guideline of 2014-2015 average base pay for mayors on the Monterey Peninsula to help you kickstart your own future campaign planning.

The online resource “Salary Genius” advises that if you were currently seeking the job as Mayor of Seaside, you could expect to earn \$51,233 per year. As Mayor of Carmel-by-the-Sea, you could expect \$99,807 per year.

According to “Transparent California,” mayors’ annual base compensation in other cities on the peninsula in 2014-2015 were:

Del Rey Oaks, \$2,700; Marina, \$3,600; Monterey, \$7,993.16; Pacific Grove, \$8,400.08; Sand City, \$3,600.

If you can afford to run for office, consider these factors:

One, expect a very modest cost of living increase.

Two, do you have plenty of love to give freely? It’s the secret-to-success that makes good American grassroots politics possible!

Remember, in America, the base supports the apex, not the other way around!

If you want solely to get rich, don’t run for Mayor of Paradise!

Next week’s column will give details about the 2017 Matching Funds Challenge.

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Photo of John D. Rockefeller from Wikimedia; book cover image owned by author; images used for educational /illustrative purposes only; no copyright infringement intended.

HOW TO BUILD A PROSPERITY PYRAMID (\$20 donation) features Rockefeller’s formula for converting penny seed coins to \$100 yields. Proceeds support this column. Details from Wanda Sue Parrott at amykitchenerfdn@hotmail.com or call The Yodel Poet at 831-899-5887.