

GEN NEXT

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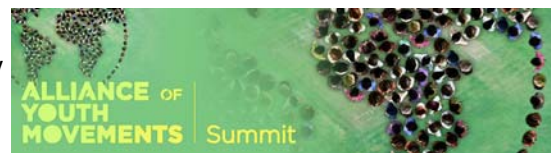
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Alliance of Youth Movements Summit - Documentary

Around the world, people are using technology to bring positive change to their communities and our world. The tireless efforts of these incredible leaders are a constant inspiration to the Alliance of Youth Movements. We invite you to watch the [documentary of the inaugural Alliance of Youth Movements summit](#) and share it with your friends. AYM was founded by Gen Next Members [Stephanie Rudat](#), [Roman Tsunder](#) and [Jason Liebman](#). The Alliance joined forces with Gen Next, the State Department, Howcast, Facebook, Google, MTV, Access 360 Media, YouTube and Columbia University in December 2008 for its inaugural summit.



Gen Next Co-Sponsors Conference - Obama's First 100 Days - April 15

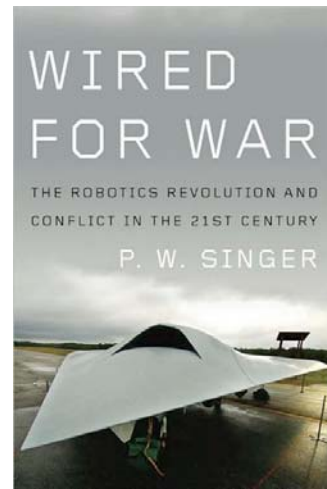
Gen Next will partner with the [USC Unruh Institute of Politics](#), [California Chamber of Commerce](#), [Declare Yourself](#), [HealthNet](#) and other groups for an all-day conference on President Obama's First 100 days in office. [Co-hosted with the Unruh Institute of Politics](#), we will evaluate, explore and discuss economic, energy and security progress for the new Administration with key "influencers" in policy, business, politics and media. What better way to spend 'tax day'!



All Gen Next Members are welcome to attend. [View flier.](#)

Author of *Wired for War* and *Children Soldiers* Peter Singer - April 21 (GNOC/LA)

The youngest scholar named Senior Fellow at the Brookings Institution and named to CNN's list of the Next Generation of Newsmakers, [Dr. Singer](#) has authored a series of important books on the latest trends in warfare. From privatization of the military, to child soldiers and now the deployment of robotics and other new technologies on the battlefield, Singer is on the cutting edge of today's biggest issues. [More.](#)



When: April 21st in OC (luncheon) and LA (evening reception)
Where: TBD
RSVP: [Natalie](#)

This program is open to Members and guests of Members only. Guest list is strictly enforced.

Gen Next Family BBQ - April 25 (GNOC)

Sunshine, good friends, family, food and fun. We are excited to announce the first ever Gen Next Member Barbeque. Member [Steve Economos](#) and his family have generously opened their home to our organization for a day of entertainment and camaraderie. Members are welcome to bring their families, spouse/date, kids or a friend. [More.](#)

You must RSVP to Gen Next prior to attendance, so we

can plan properly. Guest list strictly enforced.

When: Saturday April 25th from 1:00-5:00 p.m.

Where: The Economos residence (Directions will be provided upon RSVP)

RSVP: [Natalie](#)

Entrepreneurship and the Next Economy - April 28 (GNSD)

"The 1700s were America's formative century. The 1800s were our expansion century. The 1900s were the industrial century. This is America's Entrepreneurial Century" - [Carl Schramm](#), CEO & President, [Kauffman Foundation](#)



One of the world's most recognized thought leaders on fostering and advancing entrepreneurship Carl Schramm is sure to inspire Gen Next San Diego on April 28th.

Entrepreneurial capitalism is the essence of America's economic renaissance and Schramm explains how our economy has changed in the last 25 years and how to prepare for what's ahead. [More](#).

This event is welcome to Members and guests of Members only, but the RSVP list will be capped to ensure intimacy and exclusivity. RSVPs must be submitted as soon as possible. Guest list is strictly enforced. Heavy hors d'oeuvres, cocktails and valet parking are complimentary.

When: April 28th at 6:00 p.m.

Where: [Porto Vista](#), 1835 Columbia Street, San Diego, 92101

RSVP: [Ashley](#)

Former CEO of Ebay and Gubernatorial Candidate Meg Whitman - April 30 (GNOC)

By now its no secret that former CEO of eBay and business icon [Meg Whitman](#) will run for Governor next year. Meg will share with Gen Next why she believes her ideas will not only reform California, but could improve the lives of the next generation of Californians. Gen Next will give Members the rare opportunity to engage her in an exclusive and intimate setting.

When: April 30th from 11:00 a.m.-1:00p.m. - luncheon

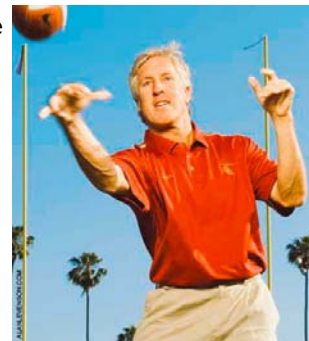
Where: Location available upon RSVP

RSVP: [Natalie](#)

Whitman held executive positions at the Stride Rite Corporation and Walt Disney Company. In January of 1997, Meg Whitman joined Hasbro's Playschool Division as a General Manager, overseeing global management and marketing of two of the world's best-known children's brands, Playskool and Mr. Potato Head. In her ten years at eBay, she brought the company from 30 employees to 15,000 and billions of dollars in revenues. Whitman earned her undergrad degree in economics from Princeton University and her MBA from Harvard Business School. She currently lives in the San Francisco Bay Area with her Husband, Griff, a neurosurgeon at Stanford University Medical Center and their two college-aged sons.

USC Football Coach Pete Carroll and A Better LA - May 5th (GNLA)

[USC Football Coach, Pete Carroll](#), is more than just a remarkable football coach. He frequently ventures into the inner-city to speak to at-risk youth and has built a foundation around it. The foundation, [A Better LA](#), is at work on innovative methods for gang intervention and empowers young people in some of the most challenging environments. A Better LA has a new found partnership on empowering youth on a worldwide platform with the [Alliance of Youth Movements](#).



Founded by four of our own Gen Next Members, AYM propels leaders from around the world to being effective in implementing their cause by launching a global network that empowers them to mobilize peacefully for democratic advances.

And Gen Next is here to help both! Please join Gen Next Members and guests on Tuesday, May 5th as we celebrate these new partnerships with a private reception hosting special guest speaker, Pete Carroll.

All Members attending MUST contribute a minimum of \$2,000 (tax deductible) to A Better LA. Members are allowed one guest. RSVP Required. Guest list strictly enforced.

When: May 5th

Time: VIP Reception and photo opportunity begins at 5:30p.m.

General Reception begins at 6:30p.m.

Where: Gen Next Board Member [Sean Sassounian's Home](#)

RSVP: [Sarah](#)

VIPs: Must contribute or raise \$10,000. Host Committee Members receive access to the VIP roundtable discussion, photo opportunity and a VIP pass to attend USC Spring Practice and a private meeting with Pete Carroll.

General Reception: Must contribute \$2,000 to receive a ticket (Includes admission for Member plus one guest). [View flier](#).

If you are an OC or SD Member who is interested in attending, we will be chartering a bus for the ride up to LA from Orange County. We promise you a good time! E-mail [Natalie](#) if you are interested.

Alliance of Youth Movements: The inaugural Alliance of Youth Movements summit was brought together by Howcast, Facebook, Google, YouTube, MTV, the U.S. Department of State, Columbia Law School, Gen Next and Access 360 Media. Leaders of pioneering youth movements from 15 countries convened in New York City, crafted a field manual based on their best practices and inspired development of a hub available to anyone providing tools on how to effect social change using technology.

A Better LA: Founded by USC football head coach Pete Carroll, is a 501(c)(3) comprised of local leaders from the private, non-profit, social service, faith-based, education and law enforcement sectors. They are committed to supporting Los Angeles communities in their goal to reduce violence by empowering change. The first target area is in South Los Angeles. A Better LA mobilizes the knowledge and skills of the community to inspire each person to dream, work and play without fear.

More Upcoming Programs

Gen Next has some exciting programs in the works, please be sure to visit the [website](#) regularly for updates. Here's a taste of what's ahead: in May we are hosting a speaker on Unionization in the 21st century and The Former Deputy National Security Advisor to the President for Counterterrorism. In June we will host the CEO of American Electric Power. More info to come!

Gen Next Makes a Call to Action: Entitlement Liabilities

Gen Next along with the [Youth Entitlement Summit](#) and other coalition groups, recently sent a letter to all Members of Congress under age 40 to stress the need to look at the public debt and entitlement liabilities in the midst of the stimulus debate. View letter [here](#).



Wish You Were Here: Event Recaps

Stephen Moore, Senior Economic Writer for the WSJ

[Stephen Moore](#), Senior Economic Writer for *The Wall Street Journal*, recently visited with Gen Next San Diego to discuss his ingredients for establishing an economic policy that will have a positive effect on the economy. He broke his conversation into what he sees as the four pillars of economic growth: free trade, sound currency, low taxes and reduced government spending. Moore's analysis of past and present government policy led to an open, interactive and lively discussion with Members.



Gen Next Members asked pointed questions on issues ranging from the AIG bailout, GM meltdown, recession proof investments, mounting financial debt, the global warming tax and [much more](#).

CA Insurance Commissioner and Candidate for Governor Steve Poizner

With business, political and technological expertise in his arsenal, Insurance Commissioner and candidate for Governor [Steve Poizner](#) joined Gen Next for a candid discussion on a wide range of issues, including education, title insurance reform, tax code, economic policy and the frightening downward trend of California prosperity.

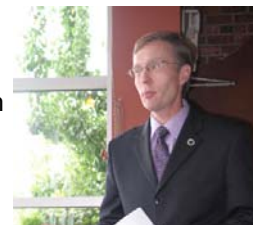
Steve contended his public service paired with his private sector experience not only sets himself apart from his competition in the race for the governor, but are necessary components to reshaping and revitalizing California's economy. [More](#).

Gen Next OC Roundtable with U.S. Senator John Thune

In an intimate meeting with Members, Gen Next had the privilege of hosting U.S. [Senator John Thune](#). Covering topics ranging from the stimulus plan to housing markets to tech policy, Members engaged a dynamic and relatively young U.S. Senator. [More](#).

Washington State Attorney General Rob McKenna

Gen Next Members and guests were pleased to spend an evening with Washington's top law enforcement officer Rob McKenna. [Attorney General McKenna](#) has been leading the State of Washington on drug enforcement, identity theft, child safety and just about



every other effort to help maintain a safe and orderly society. And at our roundtable with him, we covered just about everything! [More](#).

Gen Next Member Happy Hour

With a beautiful sunset, delicious hors d'oeuvres and wonderful company, Gen Next kicked off its Member Happy Hour with a bang!

Atop the rustic Spanish-style [La Casa Del Camino](#) overlooking Laguna Beach, Members were able to take a break from the stress of their work environments and casually reconnect with friends.

Covering topics ranging from the latest episode of "The Bachelor" to views on Obama's new stimulus package, everyone had a great time. Thanks to all Members who came and to Members [Chris Keller](#) and [Richard Ham](#) for letting us use their beautiful hotel.

USC Marshall School Dean Jim Ellis Engages Gen Next LA

Today's young entrepreneurs must be geared up to enter a globalized market. One man leading their preparation is [USC Dean, Jim Ellis](#).

Gen Next hosted the energetic Dean of the USC Marshall School of Business. Dean Ellis, an expert on innovation, gave animated advice for today's business owners and entrepreneurs. Remarkably each question, comment and insight to and from Dean Ellis included an analogy or reference to a piece of business history with an emphasis on a particular innovation or entrepreneur. [More](#).

Fox News Contributor Michael Barone in Gen Next San Diego Addresses America's Economic Challenges

Inflection points approaching the 21st Century was a major talking point at Gen Next San Diego's event featuring Michael Barone of [U.S News & World Report](#). Mr. Barone's presentation was an intriguing discussion on historical changes in our economy and what we can expect in the years to come under President Obama's Administration. [More](#).

CA Attorney General Jerry Brown Visits Gen Next OC

California's current economic standstill, education and prison



reform were the hot topics at Gen Next's event featuring the attorney general and former governor of California, [Jerry Brown](#).



Attorney General Jerry Brown spoke of his "pay as you go" philosophy, which, according to Brown, would bring California out of its deficit.

"California must get out of the dangerous cycle of borrowing and then spending money it cannot afford to pay back," said Brown.

Brown also commented on the state's education system and our need to re-frame the duties of teachers, students and parents to hold each of them more accountable. [More](#).

Gen Next Welcomes Senior Director Wade Lairsen

Wade Lairsen joins Gen Next as Senior Director after having served over four years in Washington, DC at the United States Agency for International Development, the White House and other national and international development and political efforts.



Most recently Wade was appointed by President Bush to serve at the [U.S. Agency for International Development \(USAID\)](#), where he provided strategic guidance to the Assistant Administrator in ensuring the Presidents' humanitarian and development agenda in Europe and Eurasia was being pursued and implemented successfully. While at USAID, Wade also traveled to five continents in a period of 10 months. Specifically, advancing these trips afforded Wade first-hand, real-life experience and knowledge with issues such as AIDS relief and Genocide recovery in Rwanda, the Burmese Refugee crisis in Thailand, and a strategic breast cancer awareness partnership with the Government of Panama.

In his full-time capacity at the White House, Wade served as the President's liaison to the nation's mayors and county officials as Associate Director in the Office of Intergovernmental Affairs. In this position, Lairsen was charged with cultivating relationships with more than 90,000 local elected officials across the country. Ensuring that local government had a voice in the White House, Wade effectively managed communication with these local elected officials and focused on building coalitions of mayors that supported the President's free trade agenda.

Prior to joining the White House, Wade served at the Republican National Committee throughout Ken Mehlman's Chairmanship. As Associate Director of Government Affairs, Wade worked with the business community and trade associations, House and Senate Leadership, and State and Local Governments to build the Party's infrastructure and institutionalize the get-out-the-vote efforts that made the 2004 election a historic success.

Wade joined the Bush/Cheney '04 Campaign at their Arlington, VA Headquarters in the summer of 2004 in the Political Department, where he was charged with monitoring and compiling daily results of what was called "the most innovative GOTV effort in history."

Originally from Dallas and graduate of the University of Oklahoma, Wade is enjoying Orange County's incredible climate and plans to take up surfing.

Member Spotlight - Todd Rustman

The entrepreneurial spirit runs through [Todd Rustman's](#) blood. Growing up with a father whose business was selling school buses, Todd knew that someday he wanted to be a business owner.

Life is all about perspective. "There is no difference between work and play," says Todd. "I try to live my life to the fullest and with passion, making each moment count."



Todd serves as President and Wealth Manager for [GR Capital Asset Management](#), a Newport Beach-based Wealth Management, Asset Protection and MFO (Multiple Family Office) firm. In pursuing his passion, Todd has received some accreditations: CFA (Charter Financial Analyst), CFP (Certified Financial Planner), CLU (Chartered Life Underwriter), CWWP (Certified Wealth Protection Planner), CAPP (Certified Asset Protection Planner) and MMB (Master Mortgage Broker).

Todd has traveled abroad where he lived and worked in Tokyo (when he was fluent in Japanese), and traveled throughout China as a U.S. Citizen Ambassador. His firm has also been honored for 2007 and 2008 as one *Worth Magazine's* Top Wealth Advisors in the nation for both 2007 and 2008. He was recently profiled in *Orange Coast Magazine* as one of OC's Five Star Wealth Managers. Additionally, GRCAM is a founder of the Center for Excellence in Wealth Management (CIWM) at UC-Irvine, and is the California Representative for the [Asset Protection Society](#).

Todd and his partners David and James Gianulias, are co-founders of Levendi, a boutique winery based in Napa, Calif. Levendi has received rave reviews from *Wine Spectator* and *Robert Parker's Wine Advocate*, receiving 92 points and 91 points on one of their Cabernets and both Chardonnays.

Recently he started a new venture with fellow Gen Next Member [Travis White](#) and 40-plus year life insurance veteran, Robert Larsen. [Settlement Masters™](#) (SM) is a life settlement company helping clients find capital and resetting both personal and corporate balance sheets by partnering with life insurance policy owners and their

advisors to obtain the highest possible life insurance settlements and appraisals for themselves and their clients.

Ventures aside, "Life isn't just about work, it's about serving," says Todd. Todd is a Founding Member of Gen Next and Chairman of the Policy and Political Affairs Committee for the organization.

Like many Members, he worries for his children's future. "Participating in Gen Next is one way I am able to be proactive and make a better investment for my children's future," says Todd.

Todd has a zest for life. He always says, "you can sleep when you're dead" and "life is not a spectator sport."

More on Todd

Gen Next Region: OC

Todd's Must Reads: [New Earth by Eckhart Tolle](#) ; [The Age Curve by Kenneth Gronbach](#)

Vacation Spot:

Anywhere warm and tropical - Caribbean

First Job: Working for his dad at age 11, shoveling rock in Missouri, all summer.

Associations:

[Gen Next](#)

[Asset Protection Society](#)

[Pretend City](#)

[CFA Insitute](#)

[CFP](#)

[Center for Excellence in Wealth Management \(UCI\)](#)

[Wealth Preservation Institute](#)

Family:

Sherry (wife) and children -Sierra (daughter), 7 and Cayden (son), 3

Contact: trustman@gr-cam.com, todd@thesettlementmasters.com

Members in the News

Some Businesses Think Big During Economic Downturn

While many companies are firing staff, shelving renovation plans and pinching pennies, [Gen Next Board Member Alex Bhathal's](#) company in Tustin, [Raj Manufacturing](#), is expanding.



"It's a bit counterintuitive doing this in a tough economy," said Alex Bhathal, in a

[recent interview with the LA Times](#): "The growth and development takes us out of our comfort zone."

Raj, which manufactures swimsuits for Guess, St. John, Athena and other big brands, has added international accounts, launched an in-house luxury line and built 10,000 additional square feet of warehouse space. [Alex was also recently featured as the CEO centerfold in OC Metro](#).

Neel Grover, Buy.com CEO/President Guest Stars on Lakers Live: FOX Sports



Member [Neel Grover](#) and [Buy.com](#) CEO and President recently guest starred on FOX Sports. Following a Bobcats/Lakers game that went into double overtime. They talk about the game, and Neel shared his gift ideas, and more. View [video](#).

FYI

Aaron Schock, A Fresh Face, Mixes TMZ and House Committees



According to the *Los Angeles Times*, the ["fresh face" of congress is 27 -year-old Aaron Schock](#), who seems to simultaneously be living the celebrity and political life. While his good looks seem to be the focus of media attention, in Congress "he has already established himself as a leader". His past positions on both the Peoria school board and as an Illinois state assembly member have built up the experience needed to successfully work as an influential member of Congress. Congressman Schock is a friend of Gen Next.

Roskam Sets a New Bipartisan Tone

White House Press Secretary Robert Gibbs, singled out [Congressman Peter Roskam](#), a partner of Gen Next, as an example of the new bipartisan tone in Washington. [View](#) press briefing.

Sweden's Choice

In a recent video, Senior Director of Education Studies at the [Pacific Research Institute for Public Policy](#), Lance Izumi explained how [Sweden's universal voucher program could be adapted for the U.S. model](#). The short clip, approximately four minutes long, gives viewers a



taste of what equality and higher education can do for a country. Currently Obama is working on implementing programs and initiatives to improve the public school sector. This is a tall order when half are subpar. But in any free market exchange, competition could be the answer. If competition were introduced into education, both students and teachers would benefit immensely. As we have witnessed within the business world, monopolies don't work.