

The Oxford Report

ENTREPRENEURIAL FORECASTS AND FUTURES FOR LEADERS
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Dear Member,

ECONOMICS

Do not buy into the story that America is no longer the global economic power house and will lose its worldwide economic leadership role. The facts in Exhibit A say bet on America for the next decade. We have global brands that can sell to the world. The only question is when do we make the U. S. stock market bet? The answer is not now.

FORECASTS

Two elements are going to hurt the U. S. market throughout the winter. Unemployment numbers are going to get worse before they get better. At the end of 2008, Wall Street "baked in" to stock prices a 7.8% unemployment rate. By the end of this year, we could see unemployment rates top 8.7%. The other unintentional element is bad news from an unlikely source named President Obama. To get his nearly one trillion dollar stimulus package passed, the President will have to convince us that the country is so bad off that only dramatic government spending will save us - not exactly the sound of music to a free market. The good news is that President Obama will quickly become the voice of hope and prosperity as soon as his plan passes and unemployment will decrease in late 2009. We need some of that new hope in Atlanta. I predict Georgia will have very rough unemployment numbers this year. The next report could be in the high 7s and will run ahead of the national unemployment numbers. We need Hotlanta to come back - forget the city slogans.

LIFESTYLE

With the exception of Omega 3, it has now been practically proven that vitamin "supplements" generate zero benefits to the well being of the human body. While the vitamin industry vigorously disputes the studies, the evidence is strong and factual. The human cellular structure cannot absorb or distribute the complex "processed" synthetic nutrients in tablets or capsules. Think about it - vitamins A, B and C in a tablet was probably too good to be true in the first place. Elmer Gantry lives. What works - 100% liquid chilled cod liver oil and a balanced meal plan.

RELIGION

One of the fastest growing religions is Unitarian Universalism. Some have been surprised by its appeal in the South. Unitarian Universalists appear to fall between Baptist Evangelists and Atheists. It is a liberal religion that has no creed. It advocates the worth of human beings and confirms the freedom of belief. Unitarian Universalists believe that religion and science can co-exist with a prelude that there

Exhibit A

AMERICA'S PLACE IN THE WORLD	
	U.S. Rank
GDP	1
GDP Per Capita (not adjusted for cost of living)	16
Health Care Spending (per capita)	1
Life Expectancy	41
Energy Production (per capita)	6
CO² Emissions (per capita)	13
R&D Spending (per capita)	1
Population Growth (in G-8 countries)	1
Portion of Young Adults Enrolled in College	7
Liquidity In Public Markets	1

is a singular and supreme God and Jesus Christ as an unsurpassed teacher, leader and exemplar.

**OIL/NATURAL
RESOURCES**

Silicon Valley is dusting off its britches after being sacked hard with its investing in the "Green Movement." It is estimated that at least 50% of the companies have already closed their doors in less than 18 months of receiving funding. What happened? The companies burned through the cash and there was no viable NASDAQ stock market for investors to cash out and "shift" the risk to the public shareholder as they did in the dot com days. The Green companies can be a good investment or a good start-up if you find the "Levi Strauss" entrepreneurs who will be manufacturing and selling equipment to the ones who want to strike it rich.

ENTREPRENEURS

You need to get to know the mind and vision of Noel Lee, founder and CEO of Monster Cable. He is the manufacturer and superb marketer of audio and video accessories and attachments. While all the big guys like Sony and Panasonic battled over who makes the best plasmas, Noel makes cables and accessories that fit all of them with large margins. Before he started his company, the hi-fi stores gave all this away if you bought the television or stereo. You can guess what the highest profit margin products in Best Buy are today - the accessories and attachments. It comes with hard work. When I was with Noel at the recent Consumer Electronics Show in Las Vegas, Noel met all of his product managers at 7 am every morning to canvas every booth and almost case the competition at the show. I noticed that the Sony executives flew in for the press conference and parties and then flew home.

SCIENCE

Check out this company - 454 Life Sciences. It has the sequencing instrument that can do the human genome in about one month for roughly \$200,000. In 2007, the first genome took about a year and cost 12 million dollars. Of course this company will have the DNA knowledge to predict diseases and genetic disabilities. The president and CEO of the company is Chris McLeod.

INTERNATIONAL

Whether it is Gaza, Europe, Africa or Latin America, the whole world has the same strategy and it is called "Waiting on Obama." Expectations are high. For him to deliver and succeed, it will require the new president to have hands-on direct leadership. How this will work with Hillary Clinton is to be seen. Senator Clinton secured the Secretary of State position in a political deal that was cut in early September as John McCain briefly went ahead in the polls. Here is the international predicament - for the president to be successful in places like the Middle East, he has to be hands-on which will make the world happy and Hillary mad.

SAVE MONEY

Loopt. This is a free application available for your mobile phone. Loopt offers location-based social networking, including tracking and sharing your location with friends and family. It could be quite useful with teenagers.

Best,



W. Cliff Oxford