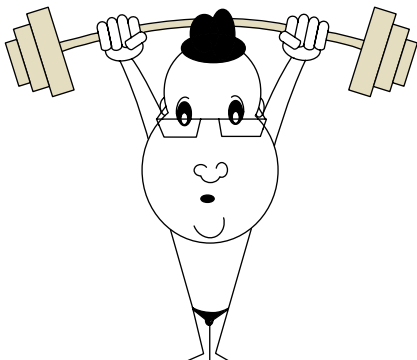


# The Era of Change in America

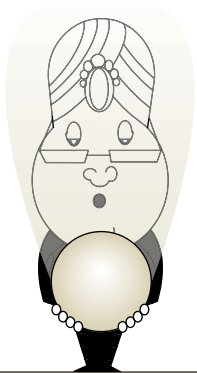
A Proposal to The Office of the President-Elect of the United States of America

December 18, 2008



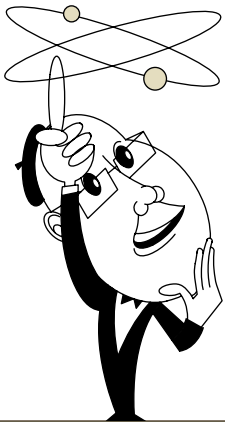
**Q: What will drive change in America?**

**A: Innovation.**



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# Everything meaningful begins with an idea.



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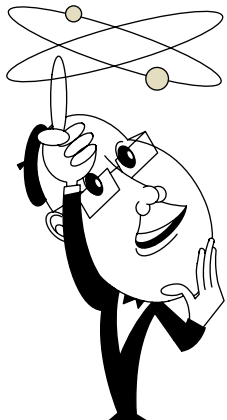
.....  
BUT WHO WILL SPEAK FOR THE POWER OF IDEAS AT THE  
HIGHEST LEVELS OF GOVERNMENT?



# Everything meaningful begins with an idea.

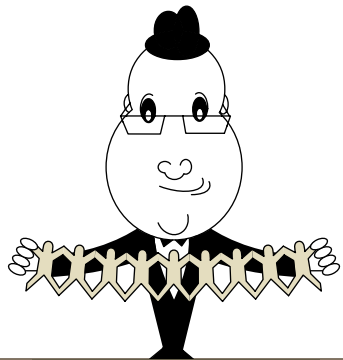
.....  
BUT WHO WILL SPEAK FOR THE POWER OF IDEAS AT THE  
HIGHEST LEVELS OF GOVERNMENT?  
.....

.....  
WHAT WILL BE THEIR ON-RAMP?  
.....



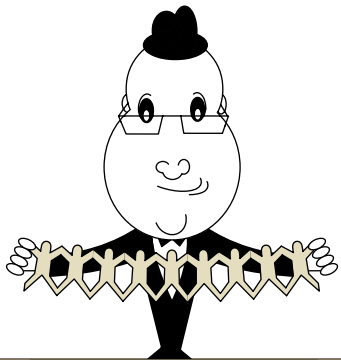
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# The creative community is the engine for change in America.



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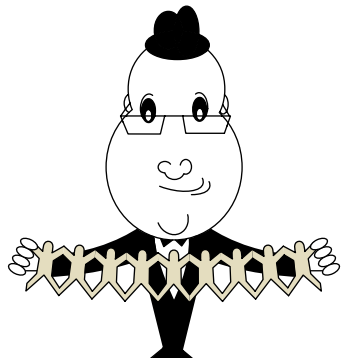
# We propose a White House Office of Creative Affairs (OCA).



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# We propose a White House Office of Creative Affairs (OCA).

.....  
A THINK TANK FOR AMERICA.

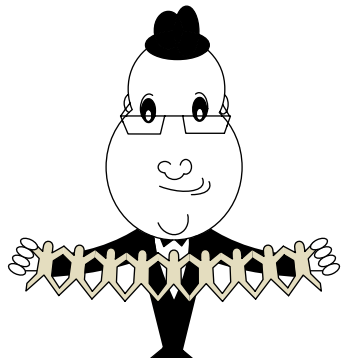


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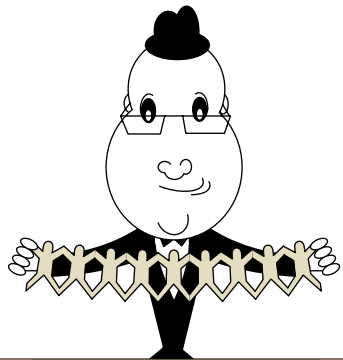
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TASKED TO MATCH THE GREATEST MINDS OF OUR TIME  
AGAINST THE GRAVEST PROBLEMS OF OUR TIME.  
.....



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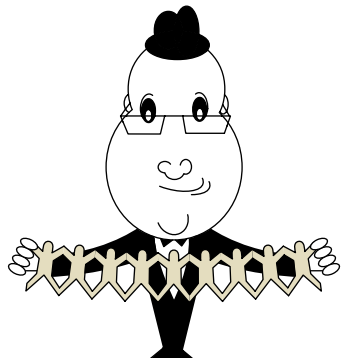
# The task has already begun.



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# The task has already begun.

.....  
WE ARE SCOURING THE PAGES OF CHANGE.GOV FOR  
AMERICA'S BRIGHTEST IDEAS.

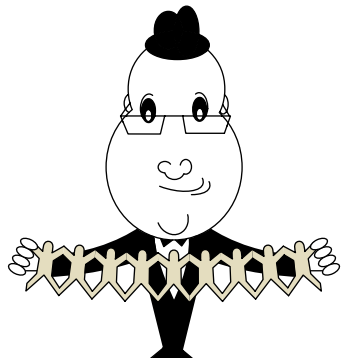


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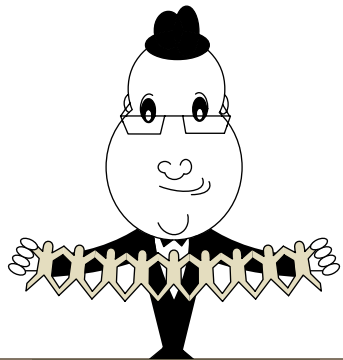
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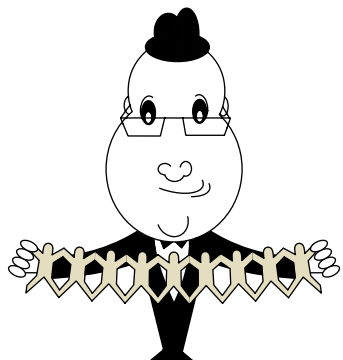
THE RESULTS ARE BEING POSTED ON THE WHITE HOUSE  
OFFICE OF CREATIVE AFFAIRS WEBSITE.



**We are inviting the creative community to mix and match America's ideas with their own to address each agenda issue.**

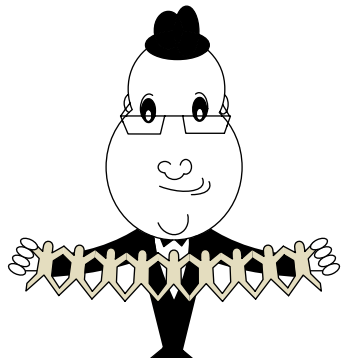


**The ideas are now being converted  
into business models for America to  
improve upon.**



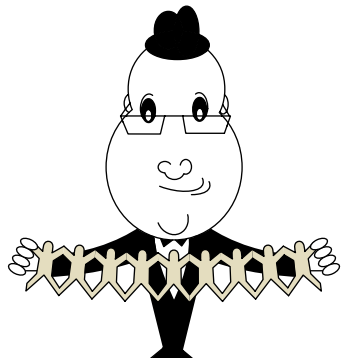
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**On January 1, America's ideas will  
be available for improvement at  
ThinkHardAmerica.com.**



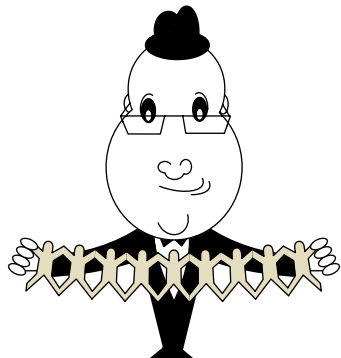
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.....  
IF REALIZED, TAX INCENTIVES COULD BE AFFORDED TO INSTITUTIONS THAT FUND THE TESTING AND DEVELOPING OF OCA BUSINESS MODELS IN PREPARATION FOR THEIR LICENSING.



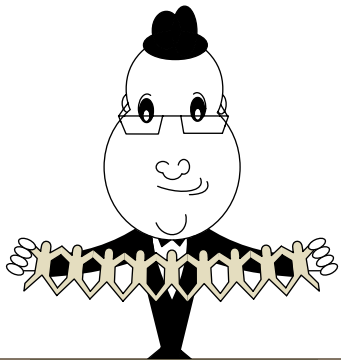
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.....  
IF REALIZED, OCA BUSINESS MODELS COULD BE LICENSED TO BUSINESS ENTITIES THAT AGREE TO LOCATE IN SPECIFIED AREAS AND HIRE FROM DESIGNATED LABOR POOLS.



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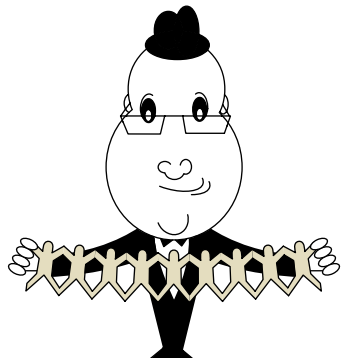
# Think hard about this:



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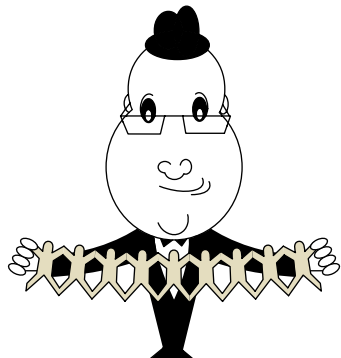
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THE OCA CAN SPREAD ECONOMIC RECOVERY FEVER WITH  
ITS "THINK HARD AMERICA" INITIATIVE.



# Think hard about this:

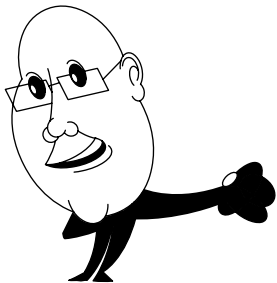
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.....

.....  
YOU CAN MAKE THIS HAPPEN. PLEASE AFFORD US THE  
OPPORTUNITY TO PRESENT OUR "20 REASONS WHY THE  
OCA CAN BECOME A CATALYST FOR THE ERA OF CHANGE  
IN AMERICA."  
.....



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# Thank you.



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# Thank you.

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