# **CENTER SPACE**



# Center for Spiritual, Personal, And Community Empowerment and Enlightenment

"Tell enough other people what you are doing or what you want to do and some of them will want to help you" – Walt Disney

An invitation to help discern how best to manifest the ultimate potential CENTER SPACE has for helping millions of people A.R.K. – <u>A</u>waken to our true identity as spiritual beings having a spiritual experience (temporarily in a physical body); <u>R</u>ealize more of their inherent potential; and <u>K</u>now how to fulfill their purpose and manifest their Ultimate Destiny (whatever that means to each individual).

While CENTER SPACE is presently a non-profit and we have a fiscal sponsor, we are seeking collaborative partnerships and considering converting the organization to the new Benefit Corporation model and positioning it to receive up to a million dollars through the Crowd Funding provisions of the JOBS Act. This PDF presents a few pages on the vision, mission, resources and history of CENTER SPACE and a Strategic Marketing Matrix<sup>™</sup> for how we plan to ensure its success.



# **CENTER SPACE**<sup>™</sup>

#### The Center for Spiritual, Personal And Community Empowerment and Enlightenment

Providing Resources for Helping You A.R.K. Awaken to Spirit; Realize More of Your Potential; and Know How to Fulfill Your Divine Destiny

<u>Home About Membership Quotes Resources Newsletter Media Projects Blog Links Contact</u>

Fostering Spiritual, Personal, Organizational, Community and Global Empowerment and Enlightenment

#### **About Our Purpose**

**CENTER SPACE** is a non-profit membership organization that provides programs and services designed to help people **A.R.K. A**waken to Spirit; Realize more of their potential; and Know how to fulfill their ultimate destiny (whatever that means to each individual). Our ultimate goal is to help establish an international network of Centers for Successful Living<sup>™</sup> and Empowerment Resource Centers<sup>™</sup> to help individuals, organizations and communities see, believe and achieve all they can be, do and have stewardship over.

#### OUR MISSION

To provide programs, products and services that help people, organizations and communities awaken to true spiritual identity, realize more of their God-given potential and know how to fulfill their ultimate purpose.

**CENTER SPACE** produces and disseminates uplifting publications, audio-video programs, seminars, workshops, and consulting services from some of the world's top Success Coaches and Trainers that foster spiritual, personal and community empowerment and enlightenment.

We offer many of our best programs on a "**Pay What It's Worth To You**" donation basis to <u>members</u> who pay whatever they feel their membership is worth to them personally. Following are just a few of the programs we have in various stages of completion and that we are seeking others who would like to help facilitate them.





Please sign up for our free periodic ezines! You can choose any (or all) of our CENTER SPACE topics on: personal growth and development; community empowerment; spiritual

enlightenment; Infopreneurship (including publishing and Internet marketing); New Thought; Sedona projects; sustainable living (including structured water) and Universal StewardHeirShip™ Sign up for our Email

**Newsletter** 

Privacy by SafeSubscribe<sup>SM</sup> For Email Marketing you can trust In addition to these main programs developed by CENTER SPACE, we have selected a few hundred of the best resources in the world for personal, organizational and spiritual empowerment. The initial resources are listed on the <u>Featured Resources</u> page which we will constantly update. They include books, seminars, workshops and consulting services from Deepak Chopra, Wayne Dyer, Paul J. Meyer, Joel Osteen, John Maxwell, Dr. Emmett Miller, Norman Vincent Peale, Eric Butterworth, Joel Goldsmith, Charles Fillmore, Ernest Holmes, Catherine Ponder, Joseph Murphy, Sir John Marks Templeton, Jack Canfield, Bob Proctor, etc. along with audio and video programs from Nightingale-Conant, <u>Ultimate Destiny University</u>, <u>The Love Center</u>, Hay House, Spiritual Cinema, Your Success Store, Injoy, Leadership Motivation International, etc.

Please <u>Click Here</u> for a more detailed one-page overview of the "<u>Strategic Marketing Matrix</u>"<sup>TM</sup> that demonstrates how the various CENTER SPACE programs, publications and projects are strategically designed to help us bless and serve people interested in spiritual, personal and community enlightenment.

If you resonate with the vision and mission of CENTER SPACE, we invite you to become a <u>Charter Member</u> and review the <u>Affirmations</u> we are holding in prayer. If you have created a book, seminar or workshop that you feel would be a match for us to include as a featured resource, and or if you would like to be able to facilitate our programs, please do contact us.

Thank you for visiting this "work in progress". Please visit our sister blog site at <a href="http://centerspaceinc.wordpress.com">http://centerspaceinc.wordpress.com</a> where you can share your feedback and suggestions, Like us on FaceBook and Follow us on twitter.



PS. You may also be interested in our campaign to attract additional co-creators and funding to enable us to complete about 20 publications in the works. That will enable us to launch **Pay What It's Worth To You** to provide greater access to every program and product we produce. If that sounds of interest, please do review the <u>Who Else Wants To Bless Millions PDF</u>.

If you are ever in the Sedona area, or if you might like to create a CENTER SPACE Meet Up group in your community (with our help of course) please visit <u>http://www.meetup.com/Center-for-Spiritual-Personal-And-Community-Enlightenment/</u>.

<u>Click Here</u> to discover how participation in <u>Ultimate Destinyland</u> could bless and serve you?

## Strategic Marketing Matrix <sup>™</sup> for Facilitating the Ultimate Success of CENTER SPACE

Articles	Ezines	Printed Magazines and Newsletters	Online Quizzes and Self- assessments	Online Mini-courses	Webinars	Teleseminars
Consulting Services and Licensing	<section-header></section-header>	Enlightenment 101	<section-header></section-header>	Developing Spiritually Centered New Year's Resolutions	Partnership with God With God	Blogs
Seminars	<section-header><text><text><image/><text><text></text></text></text></text></section-header>	University for Godhood When we are prepare or which without Fress and which we are an and and and a pierro. The prepare to a pierro. The pierro. The pierro. The pierro. The pierro. The pierro. The pierro. The pierro. The pierro. The pie	Universal Stewardheirship MAKE IT GOD'S BUSINESS,	New Thought University States Archeting Matrix for Introducing New Thought To ON HILLION Popel To ON HILLION Popel To The	Rise and Shine! With Seven Ascension Attitudes	Web Sites
Workshops and Playshops	Discovering and Manifesting Our Dreams with Co-Creative Visioning Co-Creative Visioning United States and States Water States and States United States and States	Retreat Centers and Intentional Communities	CENTER SPACE M Control of the space of the s	CENTER SPACE Hall of Fame Awards	CROWNED WITH THE SUCCESSION OF THE LORDER CONTINUE OF THE LORDER CONTINUE OF THE LORDER CONTINUE OF THE CONTINUE OF THE CONTIN	Booklets
Conferences Gatherings and Retreats	<section-header><section-header><image/><image/><image/><text><text><text></text></text></text></section-header></section-header>	Publishing, Marketing   and Distribution   Image: Distrib	Event Production	CENTER SPACE Resource Centers	<section-header><section-header><section-header><text><text><text><text></text></text></text></text></section-header></section-header></section-header>	Speakers Bureau Services
Training and Certification Of Trainers	Peace! Be Still and Know God	Godhood, Who Me? Oh My God!	Stewardheirship The A.R.T. of Successful Living Arstening Realization Transformation For the Arstening State Arstening Realization Arstening Realization A	S.P.A.R.R.K. of Destinate Destinate Properties Control of the State Control of the State Cont	Your Interview with God, the Ultimate Entrance Exam	Ebooks
Spiritual Mind Treatment	Resource Showcases	Affiliate Programs	Internet Radio and Video	Audio/Video Programs	Printed Books	Public Domain Works

Strategic Marketing Matrix copyright 2010-201' by Universal Stewardheirship, Inc.

### Who Else Would Like to Help Millions Of People Awaken to Spirit, Realize More of Their Potential and Know How To Manifest Their Ultimate Destiny?

CENTER SPACE<sup>™</sup>, (the Center for Spiritual, Personal And Community Enlightenment) is inviting a few additional strategic alliance partners to co-found a project to help manifest stewardship over dozens of intellectual properties that help participants A.R.K. Awaken to spirit, Realize more of their inherent potential and Know how to fulfill their purpose and mission in life.

CENTER SPACE has existed as a program, project and membership organization since 1995. It has produced major community development training programs with Norman Vincent Peale, Les Brown, Brian Tracy, Jim Rohn, Mark Victor Hansen, Robert Schuller, Bonnie St. John, Chin Ning Chu, William Bailey, Aleda Bowers, etc.

CENTER SPACE is presently operating as a non-profit membership organization based in Sedona, Arizona. A web site is being developed at <u>www.centerspace.com</u> to introduce the organization, attract and serve members, and to begin the process of helping **Expand the Circle of Success** in conjunction with Ultimate Destiny University (<u>www.ultimatedestinyuniversity.com</u>) and CAN DO! (<u>www.candoresourcecenter.com</u>).

The shared vision of **Expanding the Circle of Success**<sup>™</sup> is to facilitate the distribution and donation of 100 million dollars worth of resources for personal, organizational and community empowerment, enlightenment and transformation through an international infrastructure of 10,000 locally initiated Empowerment Resource Centers<sup>™</sup> and ETMS<sup>™</sup> (Empowerment Training Mentoring Systems) over the next 10 years.

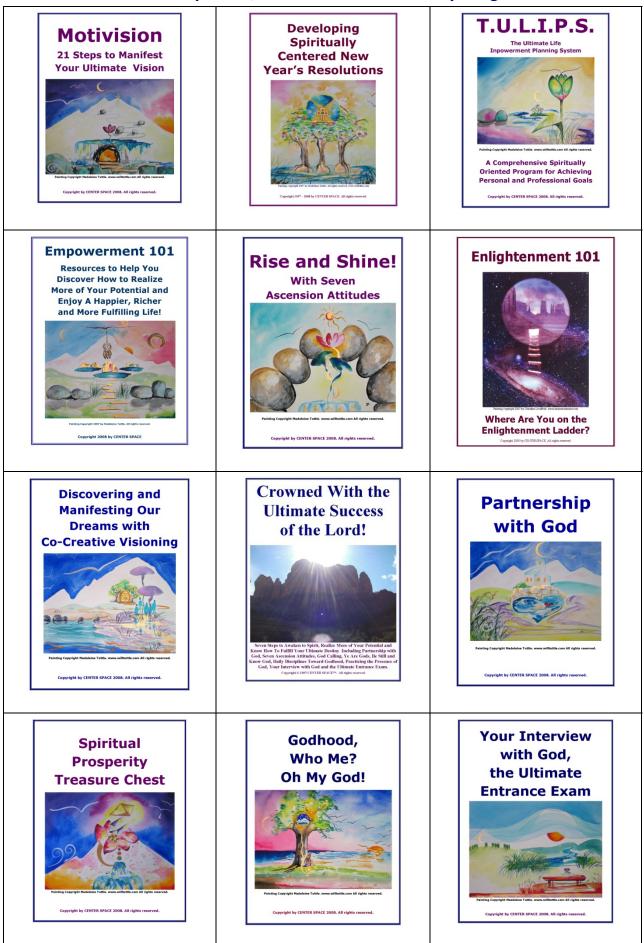
CENTER SPACE will be self-sustaining within a few months. The various income streams include: memberships; donations: grants; sponsorships; tuition and related product sales from seminars, workshops, resource showcases and large-scale development training events; consulting services; speakers bureau fees; affiliate program revenue; and the publishing, producing and distributing of books, digital publications, audio video programs and coaching services.

CENTER SPACE is filing an application for IRS recognition as a 501(c)(3) organization and the initial projected first year's budget is \$108,857. CENTER SPACE is preparing to receive Interim funding of up to \$50,000 to cover the first six months of the project through seed grants and other potential funding avenues.

These include: sponsorships; Program Related Investments; advance purchases of marketing, visioning, strategic planning consulting services; revenue participation agreements; fundraising events; advance from a publisher; loans; Lifetime Charter Memberships, general memberships; or equity in affiliated companies. A tentative Use of Proceeds for the \$50,000 and the draft annual budget for the first year are available.

CENTER SPACE will contribute to the Expanding the Circle of Success project by offering all of its proprietary products on a "pay it forward" and "pay what it's worth to you" basis. The initial suite of programs and products that will be shared with CENTER SPACE members includes:

#### Selected Publications Available (or coming soon) from CENTER SPACE ™ The Center for Spiritual, Personal And Community Enlightenment



Part of the funds being sought will be used to finalize development of these and other pending programs and publications. In addition to publishing them all electronically, most of the programs will also be printed. Several of them have already been adapted to seminars, workshops, weekend retreat programs and part of the project funds will enable the repurposing and wider distribution of the programs as much as possible.

The present status of each of the main initial publications and programs that will be marketed by CENTER SPACE is attached.

Program or Product *	Ready as E-book	Complet ion for printing	Adapted for seminars & workshops	Comments
Motivision	95%	80%	Yes, Tested	Great resource that
http://centerspace.com/motivision.htm	0.00/	0 = 0 (		validates the rest.
Spiritual Resolutions	99%	85%	Yes. Tested	
http://centerspace.com/spiritual_resolutions.htm	000/	750/		
Partnership with God	90%	75%	Yes. Tested.	
http://centerspace.com/partnership_with_god.ht				
	95%	75%	Yes. Tested	1 and 2 day retreats
TULIPS http://centerspace.com/tulips.htm				T and 2 day retreats
Seven Ascension Attitudes	85%	75%	Yes. Tested	
http://centerspace.com/seven ascension attitu				
des.htm	50%	50%	Notvot	Shortest product.
Peace Be Still	50%	50%	Not yet.	Shortest product.
http://centerspace.com/peace_be_still.htm	25%	25%	Not yet.	Features CS & Ultimate
Empowerment 101	25%	23%	Not yet.	Destiny programs
http://centerspace.com/empowerment 101.htm	20%	20%	Not yet.	Features CS & Ultimate
Enlightenment 101 http://centerspace.com/enlightenment 101.htm	20%	20%	Not yet.	Destiny programs
Co-creative Visioning	75%	65%	Oh Yes!	Have been paid up to
http://centerspace.com/cocreative visioning.htm	7370	0070	011103	\$25,000 to facilitate.
Your Interview with God	50%	50%	Not Yet.	Builds on The Interview
http://centerspace.com/interview_with_god.htm	0070	0070	Not Fet.	with God, # 1 on google
Spiritual Prosperity Treasure Chest	50%+-	60%	Parts have	
http://centerspace.com/spiritual prosperity.htm	50 /01 -	0070	been	
Crowned with the Ultimate Success	75%	50%	Every day	
of the Lord	1070	0070	personally	
			percentary	
http://centerspace.com/crowned.htm	50%	50%	Yes for most	Mostly same content as
Godhood, Who Me? Oh My God!	50 %	50 %	parts	TULIPS with new title
http://centerspace.com/godhood.htm	25%	25%	Yes but not	Have been paid up to
Spiritual Enlightenment	2070	2070	focused on	\$25,000 for broader
Resource Center			Spirit yet	context ERC's
PST. Personal Success Techniques	50%	65%	For several	Introduces all the
			years.	successful living skills
How to Help Your Church Prosper	50%	50%	Yes.	
Large Scale Community Events	N/A	95%	Oh Yes!	Produced events for up
( Can generate \$25,000-\$250,000 in 1 day)				to 1,800 for 15 years

\* A description of each main program is available at the web page linked to each one.

To help secure the initial operating funds as soon as possible, CENTER SPACE (and some of its partners) have developed an inventory of assets that could be used as collateral if necessary. These include:

Copyrights of several dozen publications

Ownership of completed workshop and seminar training materials (and in some cases materials for training-of-trainers)

Over a hundred domain names

Several e-commerce enabled web sites (in various states of development)

Affiliate positions in several major programs that generate revenue

Several "Empowerment Marionettes" valued at over \$2,000 each including: Deepak Chopra, Oprah, Les Brown, Mark Victor Hansen., Whoopi, etc. (See the attachment).

Shares in Ultimate Destinyland, Inc. (one of the corporate partners)

Hundreds of sets of the Ultimate Destiny Success System valued at \$97 to \$497

Plus possible partial allocation of royalties from the 14 part Ultimate Destiny Success System

Equipment including computers, projector, large-screen TV's, DVD players, etc.

Furniture including offices, board room, training tables and chairs, printers, cameras, camcorder, etc.

The total assets of CENTER SPACE are far more valuable than the tangible ones listed above. They include the inspired dedication and capacities of the management team, decades of successful experiences with large-scale community development and community economic development programs, many of which have generated well over \$25,000 from a single project.

Other substantial assets include the tested and proven templates for producing, promoting and managing large-scale, life-changing events for thousands of participants in a day and the good will and testimonials from United Way's, Chambers of Commerce, Community Development Corporations, Community and Economic Development agencies, non-profit organizations, churches, and communities.

**Invitation:** If you resonate with this brief introduction to our vision and mission and would like to participate or learn more, please visit <u>www.centerspace.com</u>, call Charles Betterton at 760-212-9931 or send an email to <u>centerspaceinc@gmail.com</u>. Thank you!

### Attachments:

#### Newspaper Articles About CENTER SPACE, CAN DO! and Ultimate Destiny

There are several hundred newspaper and magazine articles about the CENTER SPACE co-founders' projects, contributions and accomplishments in community development, empowerment and disaster relief in 9 states (Mississippi; Illinois, Indiana; Ohio, Michigan, Missouri; New York, Virginia, California and Washington, DC) plus the Bahamas. A few of those will be provided as links from this page.

#### Les Brown Proves Motivation Works http://candoresourcecenter.com/les\_brown\_proves\_motivation.htm

Motivational Group Plans More Events http://candoresourcecenter.com/motivational\_group.htm

Kankakee CAN DO! Seeks to Become Mecca of Motivation http://candoresourcecenter.com/kankakee\_seeks\_to\_become.htm

Peale Visit Seen As Benefit to City http://candoresourcecenter.com/peale\_visit.htm

Kankakee County Agency Creates Positive Image <a href="http://candoresourcecenter.com/kankakee\_agency.htm">http://candoresourcecenter.com/kankakee\_agency.htm</a>

Betterton Seeks To Motivate http://candoresourcecenter.com/betterton\_seeks\_to\_motivate.htm

#### Despite Naysayers, Armory Lives http://candoresourcecenter.com/despite\_naysayers.htm

This article includes a photo of Charles Betterton (co-founder of CENTER SPACE and Ultimate Destiny), Susie Brown, (former Executive Director of the United Way of Kankakee County and the Oneida County NY United Way),William Lucek, (President of Kankakee Community Development Corporation) and Tim Schmidt, (Director of the Development Corporation) receiving Governor's Home Town Award from Illinois Governor Jim Edgar.

Betterton Selected for HUD Scholarship http://candoresourcecenter.com/betterton\_selected\_for\_scholarship.htm

### and Betterton Declines \$250,000 HUD Fellowship

http://candoresourcecenter.com/betterton\_declines\_scholarship.htm

The attached articles present the decision Betterton made to turn down a \$250,000. Fellowship from HUD, the US Department of Housing and Urban Development, in order to continue to develop and refine the organizations, programs and products that are now the "foundations" under the "castles in the air" presently known as Ultimate Destiny, Ultimate Destiny University and CENTER SPACE.

#### **Resource Showcases**

http://candoresourcecenter.com/Center%20for%20Successful%20Living%20Resource%20Showc ase.pdf

Seminar Reveals Success Secrets http://candoresourcecenter.com/seminar\_reveals.htm

Les Brown Teaches Leadership Skills to Muncie Youth http://candoresourcecenter.com/say\_yes\_to\_success.htm

The developments reported in the attached article reprinted from the Muncie, Indiana Times the day after the Success Center Partnership event with Les Brown for youth went on to win recognition by the U.S. Department of Housing and Urban Development (HUD) and the National Association of Housing and Redevelopment Officials (NAHRO).

CENTER SPACE conceived, developed and implemented the Success Center Partnership as another model of the Empowerment Resource Center concepts using \$24,000 out of the \$250,000. obtained through a Drug Elimination Grant Betterton obtained for the Muncie Housing Authority. The project was honored by HUD as one of 3000 "Best Practices" throughout the nation and the Executive Director of the Housing Authority and Betterton gave a presentation at the NAHRO national convention to demonstrate how other PHA's could apply the Success Center Partnership community building model.

CAN DO! Motivational Workshop with Les Brown and Gladys Knight http://candoresourcecenter.com/motivational\_workshop.htm

CAN DO! Youth Essay Contests http://candoresourcecenter.com/youth\_essays.htm

The Real Reason . . . . Youth Empowerment <a href="http://candoresourcecenter.com/the\_real\_reason.htm">http://candoresourcecenter.com/the\_real\_reason.htm</a>

Jim Rohn Message Rings Through Olivet Nazarene University <a href="http://candoresourcecenter.com/jim\_rohn\_message.htm">http://candoresourcecenter.com/jim\_rohn\_message.htm</a>

Resources for Personal and Community Empowerment, The Nassau Guardian <a href="http://centerspace.com/resources\_for\_empowerment\_bahamas.htm">http://centerspace.com/resources\_for\_empowerment\_bahamas.htm</a>

Corn Hill Speaks About Oneida CAN DO! <a href="http://candoresourcecenter.com/cornhill\_speaks.htm">http://candoresourcecenter.com/cornhill\_speaks.htm</a>

Better Is At the Root of His Development Concepts http://candoresourcecenter.com/better\_is\_the\_root.htm

Betterton's Graduation from City Government and Editorial Cartoon with Three Stooges <a href="http://candoresourcecenter.com/betterton's\_graduation.htm">http://candoresourcecenter.com/betterton's\_graduation.htm</a>

**Other Articles:** 

Together We Can Do! http://candoresourcecenter.com/together\_we\_can\_do.htm

A Lifetime in Pursuit of Community http://candoresourcecenter.com/lifetime\_pursuit.htm

The Art and Science of Community <u>http://candoresourcecenter.com/art of community.htm</u>

Community Development Specialist for Heaven on Earth <a href="http://candoresourcecenter.com/ced\_graduation.htm">http://candoresourcecenter.com/ced\_graduation.htm</a>

Ultimate Destiny, Who Me? You've Got To be Kidding! http://candoresourcecenter.com/ultimate\_destiny\_who\_me\_youve.htm

## CENTER SPACE, Edutainment and Empowerment Marionettes<sup>™</sup> Kids Say Yes to Success With Les Brown and Imaginella<sup>™</sup>



Genii Townsend has created 5,000 marionettes and she operated Geniiland near Hollywood for 18 years. Now she is helping CENTER SPACE harness the power of television and the Internet and interactive multimedia programs featuring some of the best trainers on the planet to reach, empower and inspire millions of children all over the world, Imagine That!



If you would like to help CENTER SPACE produce "edutainment" programs to help children discover how to use their creative imagination, get in touch with their dreams and learn how to realize more of their potential, please contact CENTER SPACE! Thank you.



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RANDY FURBY CENTEON

GENE GOSELIN EVEREN SECURITIES

STEVE LINNEMAN TERN OF THE WHEEL

TOBY OLSZEWSKI B&B PUBLISHING/THE HERALD

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> VISION: Membership Driven — Driver's Welcome!

The Chamber

Bradley-Bourbonnais Chamber of Commerce 1690 Newtowne Drive • Bourbonnais IL 60914 Telephone: (815) 932-BBCC • Fax (815) 932-FAX4

Dear Chamber Executive:

I am writing to encourage you to take advantage of the enclosed special offer from Charles Betterton to attend an up coming workshop on Visionary Leadership with Mark Victor Hansen, co-author of the Chicken Soup series. It is my pleasure to share with you the contributions that Charles Betterton has made to the Bradley-Bourbonnais Chamber of Commerce. In addition to donating his services to facilitate strategic planning retreats for our Board of Directors, Charles has worked with the Chamber to co-produce several significant programs for personal, corporate and community development.

We have enjoyed working with Charles Betterton since his first event with Dr. Norman Vincent Peale and Les Brown "The Motivator" in 1990. The following year, Charles helped us secure Mr. Brown's services as the keynote speaker for our annual dinner. He also helped us produce a community leadership event the same day that generated enough cash for the Chamber to enjoy Mr. Brown's services for the dinner without having to pay the fee of several thousand dollars. We have also participated in other programs Charles has produced with Brian Tracy, Les Brown and Jim Rohn.

Charles has been one of the key individuals in our community who has helped our Chamber create an outstanding Leadership Development Institute. Over the years, the Chamber has benefited tremendously from Charles's vision, his access to some of the best development training resources in the world and his mission to expand the Circle of Success in America.

If you accept this offer to join us for Mr. Hansen's Leadership workshop, you will also have an opportunity to experience some of the wealth of resources that a Center for Successful Living could provide in your community, perhaps through your chamber if that is consistent with your vision and your priorities.

Please make every possible effort to participate in this program with Mr. Hansen and consider how these resources might help you accomplish your goals and objectives. Please feel free to call me if you would like to discuss this matter further.

Thank you for your consideration.

Sincerely,

Rita R. Head President/CEO

RRH/cal

MISSION: The Bradley-Bourbonnais Chamber of Commerce is the principal representative of the business community in all joint ventures with education, government, human services and the arts. Our mission is to provide private sector leadership maintaining and strengthening a sound and healthy business climate and the development of well-ordered and beneficial grawth.

### Quotes from Newspaper Articles about Training Programs Produced by CAN DO! and the Community Development Resource Center Established by Charles Betterton and CENTER SPACE

"When we brought Les Brown here last fall, no one knew what to expect," said CAN DO! President Gary Moore. "The organization was prepared to take a loss of \$10,000 just to start bringing a positive message to our community." Instead they made a profit. And they made a plan: to bring every major motivational speaker to the area until Kankakee becomes known as a Mecca of Motivation. "Our mission is to make a positive difference . . . to help people resolve their problems and look at the positive side of life " said Moore.

Walter Charlton, retired entrepreneur and active philanthropist who cofounded CAN DO! "We hope that by bringing top motivational speakers here, we will create a more positive attitude to help residents realize this is a good place to live."

"Through the vision and expertise of Charles Betterton, president of CENTER SPACE, we created CAN DO! as an example to help other communities learn how to produce these types of events while retaining the income they generate for community benefit," Charlton said. CENTER SPACE's mission is to foster spiritual, personal and community empowerment, partly by providing expanded access to state-of-the-art development training programs that are usually marketed to a small percentage of the population.

The members of the CAN DO! Steering Committee which produced the recent events with Les Brown and Dr. John Bowling, have declared their first event a success and they have decided to continue with their efforts. The CAN DO! Mission statement includes five major points:

- 1. Foster community unity and multicultural understanding.
- 2. Promote positive thinking within and about Kankakee County.
- 3. Foster personal, organizational and community development and empowerment.
- 4. Provide expanded access to development training programs.
- 5. Generate funds for worthwhile community service projects.

According to Walter J. Charlton, President of the Kankakee County Community Development Corporation that Charles Betterton had founded before he served as Director of Community and Economic Development for the City of Kankakee, said the first CAN DO! Events exceeded their expectations. "Our initial goals were to have 5 sponsors, five co-sponsors, 200 workshop participants and 1,000 seminar participants.

We actually had 10 sponsors, 10 co-sponsors, 350 people for the workshops and about 1,400 for the seminar. Even though we provided full or partial scholarships to over 200 students, we still generated approximately \$12,000 in net profits for the events. These funds will be used to support the KCDC and provide seed money for future training programs."

# CENTER SPACE TM Helps Launch "CAN DO!"

#### The outstanding success of Kankakee County CAN DO! is just one example of how Center Space<sup>TM</sup> facilitates empowerment.

CENTER SPACE<sup>™</sup> served as co-producer of CAN DO!'s first programs which featured Les Brown, "The Master Motivator." Kankakee County CAN DO! will feature major events on a regular schedule featuring nationally known speakers such as: Les Brown, Zig Ziglar, Brian Tracy, Steven Covey, Wayne Dyer, Dennis Waitley, Dr. Joyce Brothers and Lou Holtz. In addition to the regular major events, CAN DO! will offer ongoing workshops and seminars on topics such as: goal-setting, motivation, time management, creative thinking and problem solving, conflict resolution, organizational and community development, strategic planning, etc. Many of these programs and services will be provided through an agreement between CAN DO! and CENTER SPACE™.

#### Kankakee County CAN DO! Mission Statement

 Provide expanded access to development training programs.
Foster community unity and multi-cultural understanding.
Promote positive thinking within and about Kankakee County.
Foster personal, organizational and community development and empowerment.
Generate funds for worthwhile community service projects.

#### CENTER SPACE™ TO PUBLISH YOU CAN DO! TOO

To help other communities and non-profit organizations learn how to successfully implement a program like CAN DO! CENTER SPACE<sup>™</sup> is compiling all the relevant information and materials in a three ring workbook. The workbook will include all the necessary documents, concepts and instructions to enable replication of the CAN DO! concept in other communities. Contents of the workbook will include: How to Select-the Most Appropriate Speakers/Trainers, How to Generate Maximum Media Coverage, How to Promote Your Event, How to Minimize the Cost of Printing, and How to Get Maximum Student Participation. Also included are sample letters, flyers, news releases, brochures, programs, public service announcements, sample ads, and a detailed work plan with project budgets. In addition to the workbook, consulting services will be provided to support local replication of the CAN DO! program. The scope of services could range from a minimal level of providing telephone consultations to the maximum level of involvement providing on-site coordination.

If you would like to learn how you and your community could benefit from a CAN DO! program, please use the request form and we will send you a packet of materials.

# Les Brown proves Motivation Works!

Motivational speaker Les Brown admitted he did not tell the 1,800 or so people who came to listen to him anything new. Instead, he fired them up...rekindling energies they already had and fortifying resolves they had already made.

The Daily Journal 11-17-95



Les Brown (left) was given an award as "The Master Motivator" Thursday as he spoke to 1,800 people at Olivet Nazarene University's Chalfant Hall. The event was organized by Kankakee County "Can Do!," a new motivation group. Jack Charlton (center) from Kankakee, was given the first "Can Do!" award for positive thinking. Charles Betterton, (far right), Center Space's president, organized Brown's appearance.

The Herald 11-21-95

# Les Brown teaches leadership skills to Muncie youths

Reprinted From The Muncie Times for September 3, 1998

Motivational speaker Les Brown is one of several of the top trainers in the world who are contributing their time, energy, and resources to support the Muncie, Indiana Housing Authority Success Center Partnership. Some of the other participants include Brian Tracy, Mark Victor Hansen and the Success Motivation Institute (SMI).

The Success Center was established with the help of CENTER SPACE and the University for Successful Living. These non-profit organizations are helping Expand the Circle of Success In America through a network of locally designed Centers for Successful Living that provide greater access to some of the best development training resources in the world.

Brown, who conducted the Youth Leadership Institute in Muncie, has been working with the founders of CENTER SPACE since 1990 on similar community development and youth empowerment programs.

"Mr. Brown donated his services valued at over \$50,000 to provide this life-changing experience for the young people of Delaware County. His company, Les Brown Enterprises, also provided access to the audio video based training programs Les has created which the Success Center Partnership will offer on an ongoing basis" said Betterton, President of CENTER SPACE, which helped the Muncie Housing Authority create the Success Center Partnership.

Meyer, Brian Tracy, Jim Rohn, and the Strategic Marketing Group are providing some of their best training programs and materials at discount prices and they are donating thousands of dollars of technical assistance to

help us adapt for public housing residents these materials that are usually marketed primarily to corporate America. With this level of support from some of the best trainers in the world, we will surely succeed in our mission of helping American's discover that we are one people, one community, with one economy and one future" he added.



Les Brown and Mike Williams, his mentor and a training expert, are helping CENTER SPACE design new programs and materials. There will be a number of follow up activities in-Muncie. These include providing leadership development ongoing training for the core group who participated in the workshop with Les and ongoing seminars and workshops using video, audio and workbook materials.

Initial funding for the training materials has been provided through a recent grant from the Muncie Delaware County Community "In addition to Mr. Brown, Paul J. Foundation. Grants for additional materials, staff to participate in a training of trainers program and program design are being developed.

> One long-range activity being planned is a national conference in

Indianapolis to provide opportunities for other housing authorities to gather for two days of seminars, workshops and brainstorming sessions on how to replicate the Success Center Partnership in other communities.

"If things continue to go as well as we expect in Muncie, we would like to take this program to other places" said Brown. "The youth participating in the Institute all completed a Contract With Myself to take action and engage other people and they signed the Seeds of Greatness Pledge."

"Each one of them will touch another 3 or 4 people, other youth, their families, community leaders and others. They will help involve some other people in lifting their lives and enhancing their sense of self and moving onto some kind of community agenda beyond just what happens to their own lives."

"They can then take a greater interest in what happens in the comunity at large. As these young people get together, reach out to engage others, and get involved, there will be an even greater positive impact within the community and perhaps throughout the nation" Brown added.

#### The Seeds of Greatness Pledge

I do hereby pledge to discover and develop the greatness in me and to plant Seeds of Greatness, in my words as well as my deeds, for myself, for my family and for my community. God, grant me the courage and the wisdom to do what I can, to help make the world a better place.

> Copyright 1998 by Les Brown Enterprises

# The Muncie Housing Authority Success Center Partnership **Presents Live Your Dreams With Les Brown!**

"We established the Success Center Partnership in late 1997 to expand the economic and educational opportunities for public housing residents, especially youth, by enhancing access to successful life and work skills training, job readiness training, job placement assistance, and selfemployment training to help residents start their own small businesses."said Benita Smith, Executive Director of the Muncie Housing Authority.

"Through the Center, the Housing Authority provides innovative educational programs that enable and encourage residents to participate in personal growth, success and achievement programs. It also fosters community mobilization and civic pride initiatives, and activities designed to help residents and resident organizations develop increased abilities for helping direct their lives and influence the institutions that affect them, their families and the community."

"When we held the first meeting of the Success Center Partnership last November, we invited fifty-five community leaders to attend. We had hoped that at least ten to twelve might attend." Smith continued.

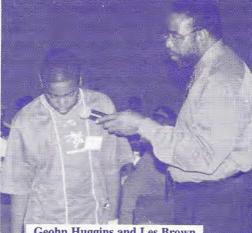
"We were pleasantly surprised when over forty individuals attended that meeting and just in the past few months, over 80 people representing over 50 organizations and businesses in every sector of the community have participated."

"Les Brown is one of the most effective motivational speakers and trainers in the world and his message helps people lift up their vision, increase their sense of self-esteem and maximize their effectiveness in every area of successful living" said Smith.



Local teenage singer and father, Rosita and James Knox, Les Brown and Muncie Housing Authority Director; Benita Smith.





Geohn Huggins and Les Brown

"We are so deeply grateful to Mr. Brown for bringing his intensive personal development program here to Muncie to help our young people develop a larger vision of themselves and help them learn how to set goals and achieve their dreams."

Betterton said " Ms. Benita Smith shared our vision, she appreciated the significance of the Success Center and she responded with the courage and leadership required to bring the vision forth for the benefit of the larger community. We commend Ms. Smith and expect the Muncie Housing Authority to be awarded recognition by HUD and NAHRO" he continued.

The T-shirts for the youth were donated by Life's An Attitude Wear, a Colleyville, Texas company dedicated to promoting drug free lifestyles for youth. The company, founded on a principle of helping improve the quality of life, is committed to drug education and offering hope to the children of those who did not make a choice to be "drug free."

"By wearing our "Official Drug Free and Proud Of It Apparel", young people let the world know theyare drug Les Brown and Dee Harris talk with participants free and proud of it" said Steve Hakes,

President of Life's An Attitude Wear.

"We are grateful for this opportunity to contribute to the success of Mr. Brown's Youth Leadership Institute. We share his commitment to youth empowerment and his larger vision of a drug free America."

"That's why our company donates 20% of the profits from the sale of all our products to Life's An Attitude Scholarship Foundation for children who have, or who have lost, a drug dependent parent" he continued.

For information on the Success Center Partnership and future training programs based on Les Brown's materials, contact Benita Smith at Muncie Housing Authority at 765-288-9242 or Charles Betterton of CENTER SPACE at 815-928-9750.





July 19, 1996

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Susie W. Brown, Secretary Mr. Gregory Milliken Executive Director United Way of Delaware County 500 North Walnut Street Muncie, Indiana 47305

Dear Mr. Milliken:

It is my pleasure to introduce to you the person who introduced me to community economic development and the work of the 2,500 Community Development Corporations (CDC's) in America. Charles Betterton, President and CEO of CENTER SPACE, the Center for Spiritual, Personal and Community Empowerment, asked me to send you this letter of introduction. It is my understanding that Charles has been invited by Beth Quarles of Future Choices and Henry Fuse of the Muncie Housing Authority to help create a combination Community Economic Development Resource Center and Center for Successful Living in downtown Muncie. Because I have know Mr. Betterton for years and am familiar with his many talents and accomplishments, I am pleased to provide the following information for your consideration.

Charles is a community economic development specialist with many years of successful experience at the national, state and local levels. I met him in 1991 just after I had assumed the Executive Director position for the United Way of Kankakee County, Illinois. Charles had left his position as Executive Director of the City's Community and Economic Development Department to establish an Illinois Community Economic Development Association with grants from the National Congress for Community Economic Development.

Reach Out & Lend a Helping Hand ... The United Way.

Gregory Milliken Page two July 19, 1996

Charles also established the Kankakee County CDC and developed a proposal to convert a vacant National Guard Armory building into a Community Economic Development Resource Center. At his invitation, I agreed to serve on the CDC Board of Directors, and I had the opportunity to work closely on the project which won an award from the Governor's Hometown Award Program for successfully mobilizing community resources in ways that fostered community unity and expanded educational opportunities for low and moderate income residents. During the past few years under Charles' guidance and direction, hundreds of thousands of dollars from public and private sources were generated to renovate and equip the Center and to design and deliver the educational programs now proposed for the Muncie CED Resource Center, which include Successful Life and Work Skills Classes and Micro-Enterprise Development (self-employment training).

During the three years I served in Kankakee, I had many opportunities to work with Charles on various projects. For example, Charles, the State's Attorney and I were the initiators of a series of Town Summit meetings based on the Making the Grade Model which were designed to mobilize the community to assess and address the issues impacting youth and their success in life. I also participated in the Strategic Planning for the City of Kankakee's application for HUD designation as an Enterprise Community. Charles had been hired by the city to direct the process which the Mayor credits with enabling it to obtain millions of dollars in subsequent funding.

I also had an opportunity to participate in one of the motivational development training programs Charles produced for the community featuring Brian Tracy, one of the world's top trainers. Charles has also successfully produced similar events with Dr. Norman Vincent Peale, Les Brown and Jim Rohn. His expertise in producing these types of events in ways that mobilize the community, enable residents to access top training resources while generating and keeping the revenues for community benefit, led to the founding of Kankakee River Valley CAN DO! Through CENTER SPACE, Charles is now seeking ways to help other communities develop similar programs, and I am working with him and two groups here to implement a CAN DO program for Oneida County.

At my suggestion, Charles was invited to serve as the facilitator of the March 1996 Provider Conference hosted by the Human Development Program and United Way of Utica. As a result of his introducing a community development approach, the scope of the conference was significantly expanded to include client and business leader participation in the conference. The highly positive response to Charles' contributions, such as introducing participants to the Three Round Method of Brainstorming, was documented in the conference proceedings and evidenced in the fact that various committees have been formed to proceed toward the higher vision Charles helped the community evolve and commit to bringing forth. In fact, there are three groups presently working on proposals to bring Charles back to Utica to help maintain progress toward related projects. These include a group which is beginning to plan for the

conversion of a former school building into a community resource center and the two groups interested in Charles' CAN DO program.

Gregory Milliken Page three July 19, 1996

Charles has a demonstrated ability to successfully direct the evolution of a vision or concept into manifestation of the vision into reality, and he has generated millions of dollars from private and public sources including helping the United Way of Kankakee County obtain funding for building chambers of commerce and for non-profit organizations. He conducted strategic planning for the Area Wide Human Development Program while he was in Utica this past March. As a result, the committee now has a clear vision of our desired future and a strategy for moving toward our vision, and we have identified the goals and objectives required to accomplish our mission.

When I read through the recently published Summary Report on A Forum On Community Economic Development sponsored by the United Way of America, I became even more aware of the benefits I have received from knowing and working with Charles. The report on the October 1995 Forum which considered how both the values and principles of community economic development relate to United Way's mission, includes the conclusion that: "Unless United Way and the human-service system begin to address the underlying economic status of families and neighborhoods, human services will have limited impact on the lives of low-income individuals." Charles's vision of CENTER SPACE and a network of Centers for Successful Living that foster self-help, empowerment and capacity building could have a significant impact by helping foster individual, organization and community development and empowerment in ways that address the root causes of the many problems facing our communities and country today.

I would be glad to offer any further information that might assist you in appreciating the potential advantages of having Charles' expertise available to your community through the proposed community economic development activities. Please feel free to call me or write if I may be of any further service.

Working in partnership to serve the community,

Susie W. Brown President

# Les Brown's third county appearance to be at Olivet

When Les Brown appeared in Kankakee in May, 1990 and again in Bradley in March, 1991 for the Bradley-Bourbonnais Chamber of Commerce annual dinner, organizers of both events believed that there were several positive results.

There was an "increased level of awareness" by people here of the need and power of vision, positive thinking and working together.

A secondary effect, but maybe even more important, was the sense among the residents that if Kankakee County had the foresight to bring nationally known speakers the level of Brown, Dr. Norman Vincent Peale who was with Brown in 1990 and motivational guru Brian Tracey, then this must be a good place to live and work.

It convinced them that the "can do" spirit of the community was very much there and revivable in a big way. Now, five years later, community leaders want to follow-up with a continuation of the feeling engendered then.

While that is true, one of the minuses in the project is the fact that at the end, the speakers leave and take the community's money with them.

A way to keep the resources at home while still bringing effective programs to the area was believed to be needed.

Walter J. Charlton, head of

the Kankakee Community Development Corporation and others including Doug Perry from Olivet Nazarene University, Richard Clark of the Heritage Foundation, Ray DeWitte of ServantCor/St. Mary's, Al Lemon of Riverside, Gary Moore of Moore Industries and Lisa Kelly of the Working Woman's Council joined forces to form the Kankakee County Can Do!

This organization has as its major emphasis the continuation of efforts to bring programs, trainers and speakers to the community to aid in developing and furthering the spirit of accomplishment needed to move forward. At the same time, the group plans to make the events selfsupporting while generating revenue to support other programs.

Its first event is the return of Les Brown to the area on



Les Brown

Thursday, Nov. 16. Brown will conduct a four hour workshop at Chalfant Hall on the campus of Olivet Nazarene University in Bourbonnais in the afternoon. This workshop will be open to anyone.

The evening will be reserved for a two hour seminar in Chalfant given by Brown. This event will be open to 2,000 people.

The workshop will cost \$150 per person and includes workbooks and interactive materials. The seminar will be \$25.

Discounts of 20 percent will be available for students, senior citizens and groups of two or more.

One-quarter of the funds raised will be used to support Kankakee County Can Dol; fifty percent will go to KCDC and the remaining funds will go to Center Space, a nonprofit organization headed by Charles Betterton. Center Space provides educational programs and materials to foster "spiritual, personal, organizational and community empowerment, addresses discrimination, prejudice and neighborhood tension and facilitates cooperative and creative problem solving efforts among individuals, groups, communities and organizations."

Betterton was director of the city of Kankakee's community and economic development program from 1988 through 1990.

# **Betterton seeks to motivate**

#### By Kim Chlevrue, Journal writer

Charles Betterton has a vision: a Kankakee filled with successful, motivated people. He knows there are motivational resources out there that change lives.

His own life was changed at age 16 when his mother gave him a copy of "The Power of Positive Thinking" by Norman Vincent Peale.

Other people respond to audio and videotapes, seminars or even one-on-one success coaching. Betterton's vision is to make all these things available in one place.

"For a number of years, I have been developing a plan for helping more people take advantage of state-of-the-art development training resources," he said. "I think it can best be done through a network of locally initiated learning Centers, he said.

Betterton's local venture, the University for Successful Living, offers a "smorgasbord of resources", including motivational and inspirational cassette tapes, access to national quality motivational speakers, classes on time management, and success coach training.

The USL also gives other communities the chance to establish their own Centers for Successful Living. A showcase Friday will present Kankakee County with an overview of what is available.

Betterton calls the Center for Successful Living Showcase, an all-day event at the downtown Kankakee Executive Centre, a chance for area businesses and non-profit organizations to spend the day experiencing hour- long mini-sessions that demonstrate different motivational resources.

Registration is \$25 a person for the half-day session or \$50 for the full day. It will also give them an opportunity to regain their inspiration and learn how to motivate others. Betterton, 49, will be one of four professional trainers making the presentations.

He has created a number of the seminars and workshops himself. "I've been designing development training seminars for 25 years. My first program, the Introduction to Personal and Professional Success Techniques, is still in use. In fact, it's one of the 10 programs offered at the showcase," he said.

He is also affiliated with and owns distributorships for a number of related success-oriented programs.

Betterton of Stelle arrived from his home state of Mississippi about 20 years ago with a long history of accomplishments. By the time he was 19, he was involved in community development in the Mississippi Delta, establishing a youth program where 'kids of both races could get together and hang out."

That experience led to work in the National Disaster Relief Program, where at 24, Betterton set a record by finding housing for 107 homeless Xenia, Ohio tornado victims in one day. He has served as Kantakee's Director of Community and Economic Development, a position he assumed at the request of the U.S. Department of Housing and Urban Development.

By that time, he had picked up a master's degree in Community Economic Development and had become a certified trainer - one of 200 world-wide for Brian Tracy International. He was a co-founder of the local CAN DO! and is now working on establishing CAN DO! Organizations and Centers for Successful Living in other areas.

Betterton says the centers can also make available a wealth of state-of- the-art training and development resources. "These resources are usually targeted only to the top 5 percent of the people in corporate America," Betterton said. "What makes the centers special is our commitment to reach as many of the other 95 percent as possible." When the local CSLs bring in a speaker, the profit generated stays in the community.

A Les Brown/Norman Vincent Peale speaking engagement in 1990 drew a standing room only crowd to Kankakee. "People from over 200 cities came to that event," said Betterton.

Betterton is simultaneously working on a Success Center Partnership with the housing authority in Muncie, Ind., which he later hopes to introduce to some 3,500 public housing authorities throughout the country.

He just returned from a trip to the Bahamas, where he conducted strategic planning and visioning exercises for the Bahamas Association for Social Health, the Unity Church of the Bahamas, and Vision 2020 - a group of 30 leaders who want the island nation to lead the world in innovation and creativity. He will return to the Bahamas this month to continue strategic planning. The Sunday Journal, September 20, 1998

## Betterton selected for fellowship

Charles Betterton has been selected for one of 230 Community Builder Fellowships out of 8,500 applicants by the U.S. Department of Housing and Urban Development. The fellowship, worth about \$250,000 over two years, includes a month's study at the John F. Kennedy School of Government at Harvard.

Betterton worked for HUD for several years before he was appointed director of the Kankakee Community Development Agency in 1988. Since leaving the City of Kankakee in 1990, Betterton received a master's in community economic development from New Hampshire College.



Betterton

Recently he has been focusing on Center Space and the University for Successful Living, two non-profit organizations he founded to provide development training and consulting services through an international network of Centers for Successful Living.

Last month, motivational speaker Les Brown donated more than \$50,000 worth of his services to support the Success Center Partnership that Betterton created for the Muncie, Ind., Housing Authority. During the next few months, the University for Successful Living is donating up to \$50,000 worth of development training to area residents who participate in the Success Mastery Academy with Brian Tracy.

On Nov. 19, the University for Successful Living will produce a workshop and seminar with Mark Victor Hansen, co-author of the best-selling "Chicken Soup for the Soul" series, at Olivet Nazarene University.

"Charles Betterton's project for the 1990-1992 Community Economic Development Master's program was to establish a National CED Resource Center. In 1998, he turned down a HUD Community Builder Fellowship worth about \$250,000 to continue his non-profit community empowerment work with CENTER SPACE and the University for Successful Living. As one of his faculty advisors 22 years ago, I am grateful for the opportunity to participate in helping 'Dr. Bettertown' continue with his programs, especially the initiatives he has launched in 2012 to combine the new Benefit Corporation model with the Crowd Funding provisions of the JOBS Act and Community Economic Development."

-- Michael Swack, Ph.D. Professor, the Carsey Institute, University of New Hampshire and founding Dean, School of Community Economic Development,

#### **Author Bio**



**Charles Betterton:** Charles (shown in the photo of the Community Unity Event he produced in 1990 with Dr. Norman Vincent Peale and Les Brown that led to this book) has been helping individuals, organizations and communities realize more of their potential and creating award-winning Community Resource Centers for almost 40 years. He served the U.S. Department of Housing and Urban Development (HUD) for 15 years as a disaster relief expert, a turn-around management specialist and community economic development specialist.

Charles won the highest cash-award ever paid to a HUD employee for a computer system modification he initiated that saved an estimated 300 million dollars. He turned down a HUD Community Builders Fellowship worth about \$250,000 in 1998 because he would have had to discontinue his commitment to several community empowerment programs he had helped establish. The success of those award-winning community programs and ongoing strategies for establishing an international network of Community Resource Centers are described at http://www.CANDOResourceCenter.com and http://www.ultimatesuccesspuzzle.com

Charles has founded and cofounded dozens of cause-oriented companies and non-profit organizations (NPOs) involved in personal, organizational and community development, empowerment and enlightenment. Presently he is focusing primarily on two NPOs, CENTER SPACE (the Center for Spiritual, Personal And Community Enlightenment) and the Ultimate Destiny UniverCity for Conscious Sustainable Living.

Charles is also the creator and co-author of the Ultimate Destiny Success System Library. It includes 14 stand-alone programs totaling over 1,200 pages. The titles include: Manifesting Your Ultimate Destiny; Solving Your Ultimate Destiny Success Puzzle; Realizing Your Ultimate Potential; Fulfilling Your Life Purpose and Mission; Enjoying Loving Relationships; Achieving Ultimate Success in Business and Career; Harnessing Your Creative Power; Enjoying Financial Freedom and Prosperity; Raising Your Consciousness Level; Enjoying Ultimate Health and Fitness; Attaining Spiritual Enlightenment; Enjoying Peace and Balance; Making A Difference and Leaving A Legacy; and Fostering Personal and Planetary Sustainability.

Charles has lived in spiritually centered intentional communities for over 25 years and he has a Masters in Community Economic Development (CED) from Southern New Hampshire University. The Principles of CED include Self-Help, Empowerment and Capacity building. When he was asked to share remarks at the graduation ceremony for the CED Masters program, Charles introduced himself as a Community Development Specialist for heaven on earth.

This book, and several others he has written such as: T.U.L.I.P.S.-- The Ultimate Life Inpowerment Planning System; Setting Spiritually Centered New Year's Resolutions; Partnership with God; Godhood, Who Me? You've Got to Be Kidding, etc. are part of his commission to help people Awaken to Spirit, Realize more of their inherent potential and Know how to discover and co-create their ultimate destiny, whatever that means to each individual.

http://www.charlesbetterton.com