"Let me tell you about the very rich. They are different. They possess and enjoy something that no matter how much money you earn, how much you own, how much power you have, cannot possess."

They are different - blunt, liberal rich. We recognize the trust, they have to respect, the money they make as trust, and what we have over the line of money and power aside from wealth. We recognize it trust and power. We don't trust the money. We don't trust the power. We trust the people."

...ADIOs

OLD US
"NEWS

Black Diamonds

Book about..."
We recognize when to trust and when to not, their enjoyment fades as time goes on. 

Richard 

We are not where we were. 

Paris Hilton 

The very rich have lost this sense of competition. They simply no longer have to compete to have everything they want. In this sense they are "soft". Rich didn't know what it was like to not have everything.

Black Diamonds 

Book about family &

People formed unions in the 1860s 

Rich have a privileged childhood

During the Industrial Revolution, the answer to when a worker could retire was 65.

Rich peeps are worried people are going to steal from them; they have a lot to lose.
"Let me tell you about the very rich. They are different from you and me. They possess and enjoy easily, and it does something to them, makes them soft where we are hard and cynical where we are trustful..."
DEFENSE

Chris McCandless

Cultural Capitalism fame for-fame

Justin Bieber

Walking Dead - Govern

N. Tesla - rich-recluse

Jordan Belfort - Wolf of Wall Street

Beauty & Beast

Winter Park experience

REV $ - VS - OLD $
CHALLENGE:

- Andrew Carnegie
  Gilded Age
  $#

- George Washington
- Bill Gates
  $#

- Rockefeller
  work for
  $#

- Scrooge - not soft

- Forrest Gump
- Effie Trinket
  Hunger Games