

IMPACT

Newsletter of the Ayn Rand® Institute

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Reaching Out to Entrepreneurs

Throughout the centuries there were men who took first steps down new roads armed with nothing but their own vision. —Ayn Rand

In February ARI launched the Entrepreneur Outreach Project. Its aim is to bring Ayn Rand and Objectivism to the attention of thousands of successful entrepreneurs.

Reports from the media and ARI's contributors during the past year have told us of scores of young business people—particularly in high-tech industries—who count Ayn Rand among their favorite authors. The outreach project seeks to make such fans aware of the Institute's work in defense of reason, egoism, and capitalism. A second purpose of the project is to find successful entrepreneurs unfamiliar with Miss Rand's writings and introduce them to her defense of business and technology and to her portrayal of businessmen as heroes.

Each week an ARI researcher finds firms that have just attained venture-capital funding. Within a month of that funding, key executives of the firms receive a congratulatory letter from ARI's president and executive director Yaron Brook (who is himself involved in the venture-capital industry). Briefly indicating Miss Rand's moral defense of capitalism, the letter describes ARI's projects and offers a free copy of *Atlas Shrugged*. Along with the letter we include a frame-ready certificate bearing the ARI logo and the quote from *The Fountainhead* that appears above.

The early results of the project are highly encouraging. A number of these entrepreneurs have e-mailed us asking questions about ARI. One ex-

ecutive wrote, "Thank you for your recent letter. I am very interested in Ayn Rand's work . . . I look forward to receiving my copy of *Atlas Shrugged*." Another wrote simply, "Got your letter—I would love a copy of *Atlas Shrugged*."

Entrepreneurs are a growing and increasingly influential segment of the business world. As the potential Atlases of tomorrow, they need and deserve moral encouragement. By making such leaders aware of ARI and building relationships with them early in their careers, we may be able to give them the intellectual ammunition and the spiritual fuel they will need as their businesses grow.

Dr. Brook noted: "the Entrepreneur Outreach Project brings ARI to the attention of a large and receptive new audience. We will seek to establish long-term relationships with many of these individuals; that is, we won't just be sending them a letter and forgetting about them. Moreover, we'll be providing a unique value to these start-up businessmen that they seldom receive in their corporate infancy—namely, recognition, congratulations on their success, and a moral sanction of their achievement."

We have focused on high-tech firms just starting out in business—companies growing rapidly and heading toward their initial public stock offering (IPO). As this project expands, executives at companies that have recently "gone public" will also get our mailings.

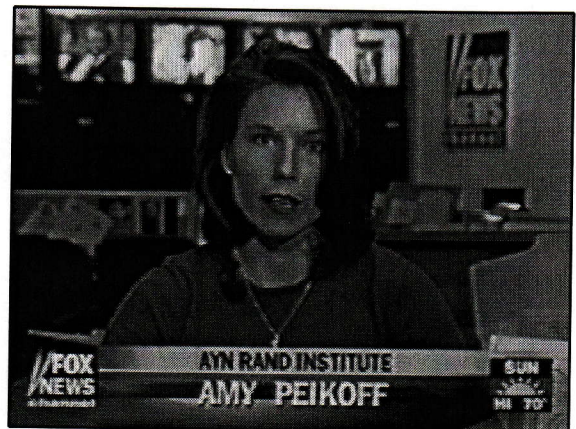
If you know of—or work for—a start-up company whose executives might appreciate hearing from us, please send e-mail to Duane Knight at dknight@aynrand.org or call (310) 306-9232, ext. 301.

Championing the Moral Case for Elian Gonzalez

During the past two months, ARI has battled for the moral imperative of allowing Elian Gonzalez to remain in the United States. To draw media attention to Elian's right to freedom, ARI:

- dispatched op-eds by Leonard Peikoff, Peter Schwartz, and Sally Driscoll to hundreds of newspapers, magazines, and TV and radio stations.
- e-mailed and faxed seven press releases promoting ARI op-eds and speakers to hundreds of newspapers and other media outlets.
- promoted a "friend of the court" legal brief, written by Amy Peikoff, J.D., to hundreds of newspapers, radio stations, and conservative and Cuban special interest groups. (The Association for Objective Law submitted the brief on behalf of Elian to the Florida district court in early March. A version of the brief will be printed in the May issue of *The Intellectual Activist*.)
- telephoned dozens of journalists and invited them to interview Dr. and Mrs. Peikoff, Mr. Schwartz, and other ARI spokesmen.
- cooperated with the Americans to Keep Elian Free organization, led by Mark Da Cunha. ARI sent press releases promoting the organization's demonstration in Miami—which featured a speech by Dr. Peikoff at the home of Elian Gonzalez—to our database of key Florida editors and journalists.

Although the public controversy has been dominated by non-essential issues, such as the legal effects of specific INS orders or the value of "family unity," ARI and individual Objectivists are now gaining a public hearing. Amy Peikoff has given two television interviews and 10 radio interviews, including three that were broadcast to more than



Amy Peikoff, J.D., defends Elian Gonzalez on a national Fox News broadcast.

400 affiliate stations each. Harry Binswanger and Edwin Locke have both been interviewed on television. Leonard Peikoff has been interviewed twice on radio, and Peter Schwartz, Edwin Locke, and Robert Tracinski have given a total of 24 additional radio interviews.

Local and national press covered the Miami demonstration. More than a dozen papers have printed ARI's op-eds thus far. Many newspaper and radio stories have quoted ARI press releases, and nearly a dozen media and pro-Elian organizations requested Mrs. Peikoff's legal brief.

OGC, UPAR Admissions

ARI is accepting applications for admission to the Objectivist Graduate Center (OGC) and to ARI's Undergraduate Seminar on *Objectivism: The Philosophy of Ayn Rand* (UPAR) for the 2000–2001 academic year. The deadline for both is June 1.

The OGC accepts full- or part-time students who are planning, or are currently engaged in, careers as professional intellectuals. UPAR is a prerequisite for the OGC, though students not planning to attend the OGC are welcome to apply. Students in UPAR attend by phone (using ARI's teleconferencing system) or in our Marina del Rey classroom. Students in the OGC may attend by phone or in the New York City classroom.

Application forms and full course descriptions for the above and the new writing course (see right) are available at ARI's Web site, <http://aynrand.org/academic/>, or by contacting Elan Journo, ogc@aynrand.org, (310) 306-9232, ext. 215.

ARI Events at SRC Summer Conference

ARI is planning a number of special events at this summer's SRC conference in Richmond, Virginia:

- We will hold a reception at the conference to discuss our long-term plans, including special activities leading up to a celebration of the centenary of Ayn Rand's birth in 2005. At another reception we will brief attendees about our new programs targeted at businessmen.

- ARI is sponsoring four meetings where graduate students will present their scholarly papers to be commented on by Objectivist intellectuals.

Brian Johnson, a graduate philosophy student at the University of Chicago, will present "Aristotle's Use of 'Ousia' in *Metaphysics Zeta*." Commentator: Robert Mayhew.

Adam Mossoff, a law student at the University of Chicago, will present "Jerome Frank's Legal Realism." Commentator: To be announced.

Amy Peikoff, a graduate philosophy student at the University of Southern California, will present "Louis Brandeis on the 'Right' to Privacy." Commentator: Tara Smith.

Robert Garmong, a graduate philosophy student at the University of Texas, Austin, will present "The Scope of John Stuart Mill's 'Harm Principle'." Commentator: Harry Binswanger.

Attendance is restricted to those involved in, or planning, scholarly careers. Those planning to attend may contact organizer Robert Garmong (rgarm@mail.utexas.edu) to receive advance copies of papers.

- OGC students and alumni are also being invited to a reception to meet one another and to discuss their career plans with established Objectivist intellectuals.

Conference attendees will receive a complete schedule of ARI events.

Auction of Capuletti Painting to Benefit ARI

Quent Cordair Fine Art is hosting an auction of Jose Manuel Capuletti's original oil painting *Green Sky*. A portion of the proceeds from the sale will be donated to ARI; the winning bidder may count that portion of the purchase price as a tax-deductible contribution. Bids will be accepted until 6 P.M. PST, June 15, 2000.

Capuletti was one of Ayn Rand's favorite artists; she owned several of his originals and wrote in his praise:

The emotional sum and hallmark of an exhibition by Capuletti is a lingering sense of sunlight. His work is enormously, overwhelmingly joyous; its irrepressible self-assertiveness has a quality of childlike purity and innocence—the innocence of the conviction that the sight of joy, of beauty, of achievement is a value to men, that values are a value to men. (*The Objectivist*, December 1966)

New Writing Course!

Beginning this fall ARI will offer a new two-semester seminar on the basics of non-fiction writing, to be taught by ARI senior writer Robert Tracinski. Introduction to Writing is intended for undergraduate students and beginning students at the OGC; auditing students will also be admitted. The deadline for submitting applications is June 5.

Images of the work, further information on the painting, and bidding instructions are available on the Cordair gallery Web site at www.cordair.com, or by contacting the gallery at Quent Cordair Fine Art, 346 Lorton Avenue, Burlingame, CA, 94010. Phone: (650) 344-1134, 10 A.M. to 5 P.M. PST. E-mail: art@cordair.com.

Announcement

We would like to hear from any ARI donors who are also members of the Young President's Organization or the Young Entrepreneur's Organization. Please contact Duane Knight at dknight@aynrand.org or at (310) 306-9232, ext. 301.

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