

# *The New Direction, INC.*

COLLEGE SCHOLARSHIP PROGRAM, WHITNEY, PENNSYLVANIA 15693

(412) 423-5965

DAVID JAMES HEMMERLING  
Chairman of the Board &  
Executive Director

## A LETTER TO ALL NDI STUDENTS

December 31, 1984

Dear [REDACTED] (A Preview Of Coming Attractions)

Tomorrow begins a new year. I'm glad about that because new moments can always spark exciting new trends, directions, philosophies and goals. It is wise to maintain a sense of "newness" in your life until five hours after the undertaker has attended to you. During those five hours eternity will be new to you! And exciting if you've lived right.

These first few days of January should be decision making days for all of us. The decisions we make should amount to more substance than is typical of usual New Year's resolutions. Most of that stuff deals with farse. It is appropriate now to make some sincere and determined plans for "short term" goals, that is, plans for what you are genuinely determined to achieve during 1985. A wise man or woman, of any mature stature, will journalize these goals and all of his or her plans for achieving them. At least on a weekly basis, if not more often, a wise person will set aside a quiet and uninterrupted hour to review the plans and evaluate progress made in the achievement of those goals. The goals should be larger than your abilities as you perceive - them today. if they are larger, and if you are determined, you will find a way to stretch yourself to be equal to your dreams. Journalized plans and goals are good for people 17 to 77, and probably older. You will do yourself an honest disservice if you don't take the time to do this now. Don't start a new year procrastinating.

Vast numbers of people are not very philosophical about life, especially about their own. As a result they fail to give their lives much thought. They graduate from their education and seem to get set on "automatic pilot". They seem to believe that an automatic tomorrow is always being set in motion. Nothing in this world of people is fully automatic!

It is essential that all of us remember -- you and I -- that nothing "good" will ever happen in our lives that we did not PLAN to make happen. You cannot even win a chance lottery without planning to buy a ticket. Each one of us has to plan his successes! Do you really grasp the depth of that substance? EACH ONE OF US HAS TO PLAN HIS SUCCESSES! Your successes are never going to happen automatically. First we have to plan our successes, and then we have to act on those plans -- day by day with a gusto second to none. That's the fertilizer that grows success! You know, this is all just common horse sense, but a lot of people seem to forget the simple things.

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There is another important element. Every man and woman has to be personally equal to his or her aspirations! It is essential to remember this. You cannot hope to win an olympic gold medal if you have not developed yourself to be equal to the prize. You absolutely have to be equal to the challenge of getting anything and everything that you want out of life. Do you honestly believe that? You are in serious trouble if you don't. It's strange, there are more than a few adults who seem not to believe that. Of course, most don't realize their dreams. Don't follow their poor example.

Let's see:

These are the first days of a new year.  
This is the appropriate moment to set one-year goals.  
It is wise to journalize those goals for constant consideration.  
You will never enjoy a success that you did not plan.  
You have to be personally equal to the challenge of any plan you set.  
That's all good horse sense.

We cannot fall prey to the misconception that far too many people have. It has been said that:

We live in a world of "SURVIVAL" of the fittest.

Many people have a problem with that. They suggest that that deals with "jungle" behavior. Because of that they reject the whole idea. They pretend that some of the phenomenon will go away if they ignore it. Out of mind -- out of reality, they seem to think. That's absurd. It is better to face realities. But there is a better way of viewing the dealings of the fittest.

How about this?

We live in a world of "SELECTION" of the fittest.

This does not deal with "jungle" behavior, this is man's (unconscious perhaps) habit of rewarding champions. Inasmuch as every person has a right to be a champion according to his or her unique abilities, competition is created. This is not jungle, this is the beauty of a race, a football game, a contest of any kind. Humans always seem to favor the fittest. And that's good, that's really okay!  
We praise the olympic gold medal winner, and we should.  
We applaud the superbowl victors, and that's appropriate.  
We publish the Fortune 500 list, and why not?  
We admire championship, and the world yields to it!  
We all want the most for our money. That's part of the same thing.  
Selection of champions is a world phenomenon.  
Survival of the fittest is the philosophy of a sour grape!  
Selection of the best is what moves a society ahead.

Whatever opportunities and successes we want, after we have planned them -- will demand that we be fit enough to recognize them, seize them, and hold on to them, for as long as we want to possess them. Becoming the fittest, and staying the fittest is the "Obligation" of the person who wants to go far and who seeks a rewarding level of security. This is not because we live in a jungle, it is because we rub elbows with persons who relish being champions, persons who are willing to pay the price for the gold! A champion relishes being the fittest. Most often it is the magnificence of the glory that propels him, -- not the defeat of his neighbor. And that's good. It is not jungle behavior.

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A man who wants a job, a position, or a success has to be equal to the challenge of whatever it is that he desires. Part of the challenge is being more fit, more able, more quality prone, harder working, more competitive, more involved, and more interested in success and security than another man, another company, or another institution also seeking championship. There will be "selection" of the fittest! You will only achieve the success that you earn! Again, it seems that it is imperative, if you seek success, to be exceptionally fit.

Every employee of any company must be dedicated to its being the fittest, or the employee must understand that he or she is not dedicated to his or her own selection -- and therefore security. Every company must be dedicated to its fitness, or it is totally vulnerable. There will always be the selection of the fittest. All of us will always admire and yield to "champions" -- in the Olympics, in the Superbowl, in Medicine, in Business and Industry, in all of human activity.

There are about four million people going to college this year. About 720,000 of them are attempting better than average levels of human intellectual, physical and professional fitness. That means that you will not have to compete with 3,280,000 of those who are not going to be at all outstanding when they graduate -- and that's a plus for you -- that's a favor in your corner. But there are not 720,000 plum opportunities, even on an entry level, available each year. Competition is always going to be stiff, just considering this country. In ten years, however, we will be a total world community in the professions, business, industry, etc. Your security then is going to be weighed against all of the champions of the entire world.....

individual champions,

corporate champions,

professional champions.

Transportation and technological advances over the next ten years are going to shrink the world into a neighborhood. Other nations will not take a back seat in their own quest for individual, corporate and national championship. Individual, corporate and national security will be measured, whether we like it or not, by fitness. Will you be prepared to compete in this world neighborhood -- against peoples who have learned how to be more determined about their successes? Those others have just as much a right to success as we have. They have the right to be victors if they are the fittest -- if they take every advantage of every opportunity to excell. We of course have the same opportunity to excell. Time will tell who will make the wisest choices.

I will not involve myself in setting your personal goals. For The New Direction, Inc., I simply want it to become the finest and most sensible college scholarship program on earth. Yes, NUMERO UNO! I want our academy to exceed in quality of operation, every other operating academy. I want NDI to become the pre-eminent institution of personal and professional development. There will be unbelievable struggles in realizing the goal, but worry not -- what is great about it is that it is possible. But we have to remember that NDI is not great, unless you are great! The main effort then must be achieving greatness for NDI -- through you!

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My job is not to work on NDI as much as it is then, to work on you! I want you to be the fittest of the fit. I want you to be the gold medalist among life's olympians. I can want that because it is entirely possible for you to be that. YOU CAN BE A CHAMPION! You have to be a champion. We don't take second best. We (you and I and Nak and program) are going to make sure that that happens. Aren't we? If my success depends on your success, you had cockeyed better believe that you are going to be very, very successful!

The fittest is a giant in anything. You will become a giant! Won't you? Say, "yes David"! We are going to press hard. We are going to work hard. We are going to be every day involved in preparing for the selection process of the fittest. If our efforts are greater than the masses of others involved in the same activities, our successes will be greater as well. WE ACCEPT THE CHALLENGE, AND WE SMILE AT OUR COMPETITORS!

Sit down now and develop some magnificent plans for 1985. Go ahead, you're capable. Be serious about this -- because I know I'm going to be, and you'd better be equal to me in every way possible. Don't be surprised if I check out your efforts. You have already had TOO much vacation time. Shake some dust off your brains. Get out paper and a pen. Write!

Our evaluative point system begins at 8:00 A.M., Saturday, January 12, 1985. It will be stiffer and far more demanding this time around. I am looking for a minimum of 257 points for basic performance...and there will be more. You are compelled now to decide whether you will be a champion or not. You definitely have the raw material -- but do you have the guts? No guts, no glory!

Most people say "Happy New Year" at this moment in time. I will only say that I am promising you a full year that you will never forget! All adjectives are unimportant at this point. During this unforgettable year, we will work to become champions capable of knocking the socks off all competition. We will work hard - quietly but hard - at becoming the naturally selected! Believe me, it will be a year you will never forget. If you survive it.

Please extend my warmest regards to your family. By now they must be getting tired of you. Well maybe not the "mothers".

Nak, Andy and I are driving to Dallas tomorrow and the following day. Actually I will be driving. Nak and Andy will continue their holiday comatose meditation enroute.

With a promise of my concern, interest, determination, uncompromised expectations, and a few prayers, and

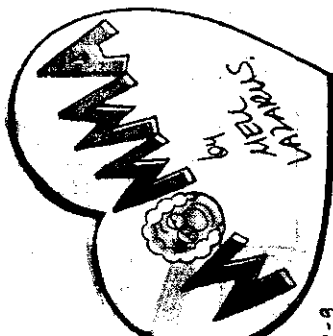
With a pledge that I will do everything in my power to provide you with one of the most challenging programs going - one to make this last semester look like a picnic...

I remain,

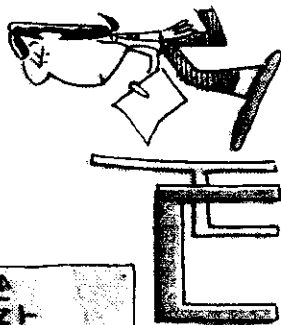
Your,

*Boss*

David James Hemmerling

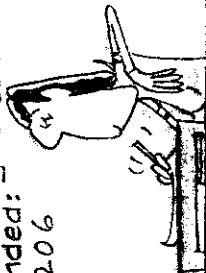


JOB  
APPLICANTS  
FILL OUT  
FORM  
HERE

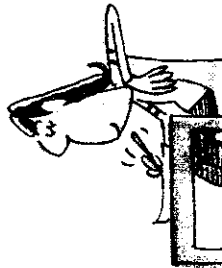


### Employment Application

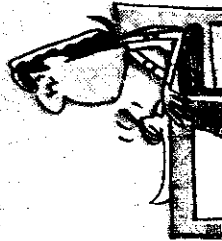
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attended:  
P.S. 206



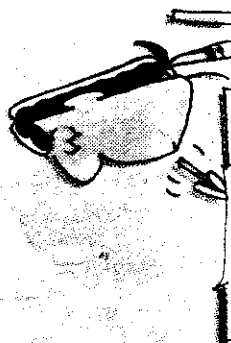
High Schools  
attended:  
James Madison



Last Three  
Employers:  
none



Last Position held: none.

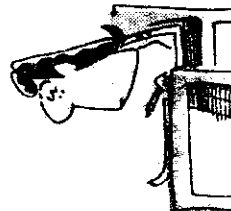


Colleges Attended: none  
Training Schools  
attended: none  
Clubs and Societies:  
none

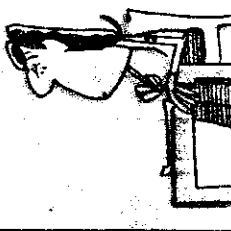


Awards: none

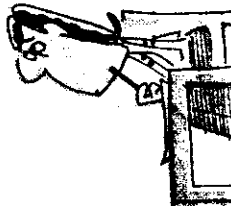
Honors:



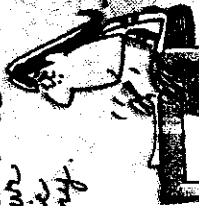
Honors:



Honors:



Honors: Being  
allowed to apply for  
this post job as a  
Vice-President  
of your  
toy company.





*Lord, forgive those  
who don't see things my way.*