

NEWSLETTER

IN PLACE IMPACT

Q4 2022

THE BOOK IS PUBLISHED

Our Founder's book has now been published. "Pimping Poverty" has caused hundreds of "Change-Makers", "Saviors", and not-for-profits to send severe hate emails to members of our team. Read more on page 2.

Pimping Poverty



America's Socioeconomic Pyramid.

Who and What is Fighting to Maintain its

Shape, and Why it's Imploding America



MUNCIE, INDIANA

The City of Muncie Indiana has embraced and is embedding Impact economics, in a Public/Private partnership. Mike Martin and his team recently held the first free community ImpactX class at Ball State University, and the City itself is being put through the City Impact Index. See page 6.

IMPACTX WINS PRESTIGIOUS AWARDS

In Place Impact's ImpactX class has won multiple awards. See page 5.

PRISONS

In Place Impact has started teaching Impact Economics and the ImpactX Class in Prisons. See Page 5.

REGENERATIVE AG

In Place Impact is playing a significant role in helping Enlightened Soil Corp change the future of Agriculture. See page 5.

Pimping Poverty



America's Socioeconomic Pyramid.

Who and What is Fighting to Maintain its
Shape, and Why it's Imploding America

Stuart M. Williams

The preface of "[Pimping Poverty](#)" has resulted in our team receiving hundreds of severe hate emails from "change makers", "saviors" and not-for-profits. Such has been the response, that two publishers requested that we "tone down" the content.

Those of you who know us well will understand that we do not know how to do that, especially when we are exposing the truth. Accordingly, and to provide as many people as possible with the opportunity to read the book, and participate in collaborative dialogue about its content, we are publishing it on Patreon.

If you are expecting another self-referential, echo-chamber, kum ba yah thesis, don't bother to read it. If you want to see authentic reasons that our social, economic, and environmental ecosystems are imploding, and proven innovations that can fix them, then you may want to consider paying it some attention.

It is way past time that we migrate from providing palliative care to finding cures. I am proud of the work my family has done in using edited forms of business and economics to create positive change. That work has given us all the data we need to prove that modern business leaders are the most important people in the sustainable future room, and, that any desire to eradicate something that has worked for 80% of the people, as opposed to working hard to give the other 20% access to its benefits is total insanity.

This book will appeal to impact entrepreneurs, impact investors, 49% of change-makers and not-for-profits, mayors, community leaders, CEOs, founders, CSR and Sustainability Officers, and organization owners, leaders, and managers.

For those interested, here is the link to the book on [Patreon](#).

We are releasing two chapters every 2-weeks while hosting live chat sessions in between to discuss each of them.

Global Unity Transformative Impact Summit

Congratulations to [Elliott Bayev](#) and his team at Global Unity who deserve a wealth of credit for pulling off an event to bring together people in the change-maker space. There are many great innovations happening around the world, and it is good to see a clearing house of sorts where they can come together. I believe that Global Unity's mapping tool, showing the who, what, where, and when of change making around the world will be a hugely valuable tool to many. Anyone can add themselves to that for free.

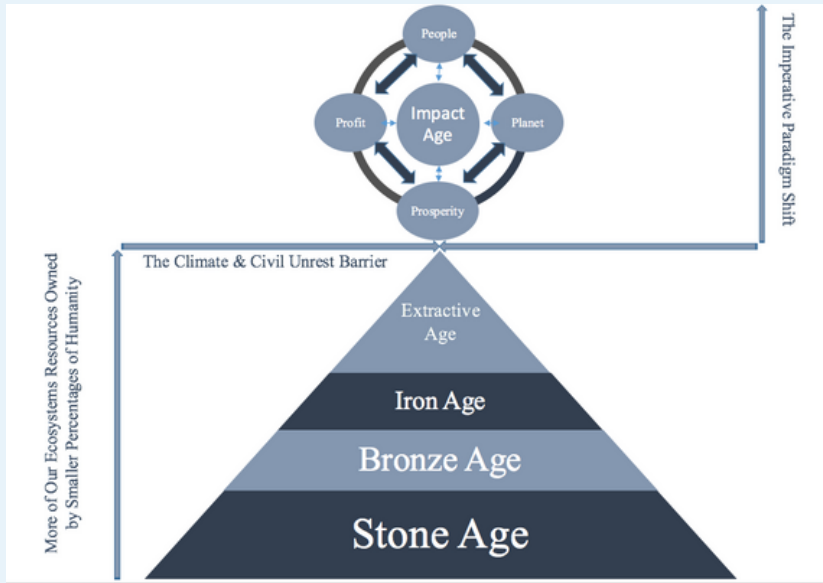
In Place Impact is not a part of Global Unity, so this recommendation is not some self-referential, kum ba yah baloney, but an authentic viewpoint that many change-makers can find a great home among like minded people within Elliott's group.

Bravo Elliott and team, great work for those who believe and can benefit from it.



Our Latest Views on the Approach to Climate Change:

FLOP 27



Nature's Natural Systems & Climate Change

As we approach yet another “Flop” meeting (we had lost count, so we checked and its number 27), we think it is time for a reality check. Much is spoken about mirroring nature's natural systems which is something we agree with, and, with that in mind that we have written this disruptive article on the current approach to Climate Change.

Scientists (who we believe in) have proven that earth has experienced over 100 changes in climate that can be measured. Just in the last 800,000 years, there have been eight cycles of ice ages and warmer periods, with the end of the last ice age about 11,700 years ago marking the beginning of the modern climate era – and of human civilization. During The Ice Age, and being facetious, there were about 9 humans running around the planet, so the reality is that humans played zero role in any past change of climate i.e., those changes were a part of nature's natural system.

As natural as we believe climate changes are, we are also of the belief that the actions of humans today are expediting the rate of change, and that they may result in a more profound negative impact than if nature was simply taking its course. Thus, we are huge supporters of using human innovation and technology to make our world a cleaner and more sustainable place for future generations to live. However, this is not new news to us as each major change of age since humans walked upright was caused by human innovation and technology simply finding better ways. Thus, the end of the hydrocarbon age will be no different, other than we can't switch off hydrocarbons until we all have efficient and effective ways to produce the energy we require to support our systems. As hydrocarbons become scarcer in future, price increases will also drive this shift.

So why are we writing this? It is because we believe that the current narrative is wrong, not that we should not expedite the end of the hydrocarbon industry, but how the money targeted at climate change is being allocated.

At a recent conference, yet another group of “saviors” publicly stated that we will achieve the UN SDGs by 2030 which is a flat out lie and totally misleading. Another group stated that the world will be net neutral by 2050, which is also total rubbish. The truth is that the former will not be achieved for at least another 50-years (if it is ever achieved) and for the latter a date early in the next century would be a win. This so reminds us of the people who scream about “systemic change”, until someone points out that systemic, by inference, also means changing the way we approach change. No prizes for guessing why they do not want to hear that.

Continued.

Our Latest Views on the Approach to Climate Change: FLOP 27 (Continued).

The bottom line is that we are not going to stop the earth changing its climate, and screams of everyone dying are at best sensational, and at worst designed to cause global civil unrest. During The Ice Age, in a world lit only by fire, humans running around in animal skins found a way to survive, and humanity will do so again. As much as I am all for reducing the impact the change in climate will have, I am also for taking more of the money being spent on preventing it (because we can't and won't) and spending it on preparing for it. We know that the rich will survive and that people who own multi-million-dollar coastal properties can also afford mountain homes and increases in food and water prices, but the poor cannot.

Throughout history, the people who have contributed the least to natural disasters have most frequently been the ones to suffer the most. So, instead of spending trillions on trying to prevent something that we will not be able to prevent, should we not be taking larger portions of that capital to plan for what is inevitable? If not, are we prepared to shrug our shoulders and say "sorry, we tried to stop climate change but failed, so good luck"? This will of course require a change in narrative, so maybe we can contribute to "systemic change" by:

- Telling the truth that the SDGs will not be attained by 2030, and that they may never be attained
- We will not be net neutral by 2050, and not even by the end of this century
- We cannot stop the climate changing (even though we can try to reduce the effects)
- We must change the way we have been approaching change
- If we wish to mimic nature's natural systems, we can't play God and pick and choose which ones

Looking into the future, there is no doubt that we must find better ways to steward the resources we have been gifted by nature, and those that we create ourselves. However, rather than wasting additional time and money on creating more self-referential "echo chamber" meetings, and doing more "studies", we should be adopting the work of people like [Anneloes Smitsman, PhD](#), [John Fullerton](#), [Ralph Thurm](#), and [Dr. Robin Lincoln Wood](#).

Another Incredibly Successful School of Business, College of Charleston ImpactX Demo Day is in the Books

Congrats to the team of "Wonder" that won the 1st place cash prize at the College of Charleston Impact X Demo Day: Make a Profit while Making a Difference! They won a prize totaling \$1,500 with access to \$10,000 in funding from the Stuart and Rebecca Williams Foundation.

"Huge thanks to our instructors David Wyman and Stuart Williams and to our mentor Matthew Wade! Couldn't have done it without their wisdom and guidance. We were so honored to have SC Congresswoman Nancy Mace as one of our judges, alongside many other professionals. Can't wait to see what the future holds for us"



Pictured left to right are [Kate Clark](#), [Isabelle Quiggle](#), Congresswoman [Nancy Mace](#), and [EB Hornak](#).

Whats Good for Soil is Good for People, Planet, & Profit



If you are a regular follower of Impact Economics you will know that certified consultants embedding it in thier own communities do a great deal of work to build an impact innovation ecosystem. This includes teaching a free community Impact Entrepreneurship class and running a free Impact Innovation incubator.

One of the rewards for their work is owning small pieces of equity in the companies that come through the incubator, and in this edition we are highlighting such a company.

In Place Impact's involvement in Enlightened Soil Corp came about as a direct result of the free Impact Entrepreneurship class it teaches in Charleston, SC. If you scan the QR code you will see why we believe this company will contribute greatly to the future of global Ag and the health and well being of people around the world.

Changing Lives

This year, In Place Impact edited its free Impact Entrepreneurship Community Class so that it can be taught in prisons. Leading by example, our Founder, Stuart Williams, has spent the last 18 Wednesday mornings at the Al Cannon Detention Center in North Charleston heping residents bring their hopes and dreams to life.

This model will be added to the Impact Economics program so that consultnats certified in Impact Economics can bring it to thier communities. In our next edition we will announce a Podcast where the guest will be someone recently released who took the course.



Recognition



We do the work we do because we have proven it make a difference, when other people and or organizations wish to give us recognition for what we are doing we accept it with thanks.

One piece of Impact Economics is teaching students how to "Make A Profit WHILE Making A Difference". Our certified consultants do this in their own communities by literally replicating the ImpactX course we helped design, fund, and still help teach at theCollege of Charleston, School of Business. This year, that class won two prestigious awards from the ACCSB and the SBAA respectively.

Impact Economics Arrives in Muncie Indiana



In a Public/Private Partnership led by Mayor Dan Ridenour and IPI Muncie led by Mr. Mike Martin, Muncie is using ImpactEconomics to create a city that is economically, socially, and environmentally sustainable for all of its residents.

Using In Place Impact's proven model, IPI Muncie is currently putting the city through the City Impact Index, the team has already partnered with Ball State University, and the first free community class has been taught, and the first companies are about to start going through the Corporate Impact Index. Dates have already been secured for Muncie's first Impact day, and the community is thrilled. Bravo to Mike and his team, and to Mayor Ridenour for seeing how this program can bring life back to Muncie.

Impact Economics, Is it For You?

We are constantly being asked whether or not individuals and teams should become Certified in Impact Economics. In order to provide some insight into what is required to be successful in not only embedding it in your community, but making a profit while doing it, we created this 4 minute, anonymous quiz that anyone can take.

Simply review the "[Join Us](#)" page on our website, scroll down, and take the quiz. If you receive an appropriate (auto generated) answer then contact us for a deep conversation.



Thank You



In our first full year back after the pandemic we have a lot to be thankful for, especially the fact that we have been blessed with the opportunity to create positive impact for so many people and their communities.

Our pipeline for embedding Impact Economics in communities and even countries around the world is filling up, and we can't wait to see the positive results that this brings.

As we close out 2022, we believe it is important to note that no matter which holiday we celebrate this season, the best gift we can give "her" is to take less of the gifts "she" gives us.

Thank you for your continued support.