

Future Takes

Volume 2, No. 1

Spring 2003

Upcoming Events

Thursday, May 22, 2003, at 6:45 pm. Dinner program at the Tivoli. The speaker will be Storm Cunningham, editor of the quarterly journal *Restoration Economy Leader* and CEO of RestorAbility, Inc. The title of his presentation is "The Restoration Economy." A reception precedes the dinner program.

Saturday, May 31, 2003, at 9:30 am. "Alligators and the Future" workshop. This workshop on forecasting unintended consequence will be presented by four world-class futurists, Jim Burke, Bill Rowley, Dick Smith, & Wayne Straight.

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The Great Wave: Price Revolutions and the Rhythm of History by David Hackett Fischer

a book review by Calvin Olano

Why review a 1996-vintage history book for the World Future Society now? By our standards, the book is "old." Yet, recent worldwide economic developments have made Fischer's observations even more relevant today than they were in 1996. This review is intended to inspire thoughts and discussions about where we are now and where we might be in ten or one hundred years, based on Fischer's observations about monetary trends and the underlying dynamics of human society.

The book is evenly divided between the main text and appendices. In the two hundred plus pages of

the main text, the author tracks evidence of price and currency valuations in the Western world from the twelfth century to the present and correlates these valuations with concurrent historical trends. His findings are that there have been four inflationary waves of variable but considerable duration. Each of these waves, except for the current one, has been followed by similarly long periods of price stability. Fischer makes a point of saying that it is a mistake to think of these waves as cyclic. They vary in duration, in the underlying societal stresses, in the forces that drive the alternating periods of inflation and

stability, and in the severity of the events that invariably accompany the transition from inflation to stability.

The first wave, which he entitles the medieval price revolution, 1180 – 1350, starts with an inflationary period, mild by modern standards, with price increases averaging only about ½ percent per annum. Prior to this wave, there was a period of price stability, accompanied by a general feeling of optimism and development. Strong kingdoms characterized this period, termed the renaissance of the twelfth century. The great Gothic cathedrals were begun. Uni-

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Balancing Privacy and Security

Synopsis of the February 20 chapter dinner program; summarized by Russell Wooten

On February 20, 2003 Mr. Bruce McConnell, president of McConnell International, privileged the Metro Washington Chapter of the World Future Society with a presentation entitled, "Privacy,

Security, and Technology. What is the Future?" After the presentation, a lively and spirited discussion took place with almost all in attendance actively participating.

Mr. McConnell stated that there are two main influences on privacy. These influences are technology and security. Privacy was defined in terms of our "right to

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From the President

Dear members and friends of the National Capital Region World Future Society,

I am excited to address you in the revitalized edition of *Future Takes*, our chapter newsletter. We have not published an issue in a couple of years, relying instead on word of mouth and our dinner meetings to communicate with our members. The board of directors has resurrected the newsletter at a critical, exciting time for the chapter. We are redefining the role of this chapter in Washington society, and we need the most input from our current and potential members.

In my personal opinion, there has been a bit of “future fatigue” in the press and in popular opinion during the past three years. Leading up to the Millennium, there was significant media coverage about the future; the ways it would lead to prosperity and help us solve the world’s problems in innovative, often technologically-driven ways. The year 2000 came and went, and soon after we were witness to a deflated stock market, corporate scandals, the terrorist attacks of 2001, and the conflicts that have followed. Enthusiasm about the future has been replaced by a sense of worry for many, and media coverage may lead one to believe that the study of the future was for prosperous times only. The cynical may believe that the future is too depressing to examine.

The World Future Society has always stood firm as a group that promotes the rigorous, non-partisan, non-profit, and *courageous* study of future trends. This society was started in the 1960s, when it was obvious that technological and social trends were changing our world so quickly that it was irresponsible not to look at alternative futures and to be prepared. Futurism is necessary in good times and in bad. It never goes out of style. It is more important than ever. As such, our chapter intends to stand as a beacon to the value of foresight.

With this value firmly established, our board of directors is looking at the special ways we can advance the cause of foresight. Living in the nation’s capital, we are surrounded by professionals dedicated to making policy that will shape the future around the world. No other city on Earth is home to as many people whose beliefs and ideologies will shape what is to come. The board believes that this chapter of the WFS can serve as a forum for future thinking in Washington, that we can help inspire a sense of foresight in those who would make long-standing policies. Through our hard work and inspiration, the WFS can transcend politics without ignoring it.

Those are lofty goals, and the board is deciding how to meet those challenges. To begin with, we are improving our communication through the Internet. Many of you know we have a website at www.natcapwfs.org that helps members connect with one another and to learn about upcoming chapter events. Soon we will have an online forum for members to discuss different views of the future, and that will become a living resource for the community.

Another key to success is our dinner meetings. It is essential that we choose topics relevant to the tough issues that our decision makers must face and to provide a refreshing discourse. To do that, we need input from our members. What is essential to you? What topics should we broach, no matter how taboo? Who should we invite to speak? Also, once we address these issues, how can we promote our perspectives to the rest of Washington? These are big questions of identity for the chapter, and the opinions of our members are invaluable. Contact me or a board member and let us know where to go from here.

I am thrilled to take part in this journey with you, dear members, and I look forward to our continued collaboration.

Eric Garland
President
National Capital Region World Future Society

Communities Promoting Active Living

(reprinted with permission from the Institute for Alternative Futures newsletter, April 2003 edition)

Communities promoting active living. The obesity epidemic sweeping the US is directly related to too much food and too little physical activity. American neighborhoods, cities and workplaces are structured to minimize physical activity.

Being obese carries more risk than smoking. About one third of smokers die prematurely; about one third of cancers are nutritionally related; about one third of obese individuals will develop type 2 diabetes, and being overweight is a significant risk factor for heart disease.

One preventive measure is physical activity, as simple as walking, for the equivalent of 30 minutes daily. Yet most neighborhoods built in the US after World War II were designed for car travel. Walking or riding a bike to shop or work is inconvenient and unsafe. Many communities are working to reverse this decline in physical activity by encouraging walking, biking and other exercise.

To encourage this movement, the Robert Wood Johnson Foundation will be awarding 25 communities \$200,000 grants over five years to encourage active living. The grants are part of the foundation's \$16 million Active Living By Design program at the University of North Carolina School of Public Health. Nearly 900 communities have applied for these funds.

IAF President Clem Bezold serves on the program's National Advisory Committee charged with choosing the communities. After taking part in the

first round of judging, Bezold said "it is clear that a diverse set of communities, from recent suburbs to New England mill towns (ironically designed for a time when walking was the normal mode of transportation), to new immigrant communities are making exciting progress in enabling and reinforcing greater physical activity." A large number of communities are likely to pursue their ideas with their own resources if they do not receive a grant.

For more information about this active living initiative, see <http://www.activelivingbydesign.org:9005/about/>

Now available! ***2002 State of the Future***

2002 State of the Future is a unique resource for those who care about global change and improving the future. It provides an assessment of the human situation as a whole, prospects for the future, and actions for today. It is used by both those who need the most precise briefings and those who want the full research background. Each chapter in the book is an executive summary of more complete reports in the CD-ROM section of about 2,000 pages. As a result, it provides a common platform for global actors, educators, and the concerned public to use in building more coherent policy.

Paperback with CD-ROM. 100 pages print and about 2,000 pages CD-ROM
ISBN 0-9657362-9-6
Published: August 2002

It is produced by the Millennium Project of the American Council for the United Nations University. The Millennium Project collects, feeds back, and assesses insights from creative and knowledgeable people on emerging crises, opportu-

nities, strategic priorities, and the feasibility of actions. Over 1,000 futurists, business planners, scientists, scholars, and decisionmakers who work for international organizations, governments, private corporations, NGOs, and universities in more than 50 countries have contributed to this five-year cumulative research. Your feedback is welcome to im-



Futurist Link of the Quarter

<http://josephcoates.com>

Who is your favorite futurist? Please nominate for this column.

Discussion Threads

This issue starts three discussion threads, one on demography and destiny, one on evolving concepts and uses of time, and one on cultural diversity. *Future Takes* welcomes supporting, opposing, and other relevant commentary.

Discussion Thread on Demographic Issues: Demography as Destiny

by Juanita Tamayo Lott,
jtlott@capaccess.org

Part 1. Demography in a Global Village

Much of futurist dialogue centers around advances in science and technology. A less visible but basic, underlying factor in understanding the past, present, and future of the human race is demography, the statistical study of human populations. Thomas Malthus, regarded as the father of demography, focused on demographic transition and the sustainability of various populations and selected countries. Basic components of demographic analysis include births, deaths, immigration and emigration. To understand and to balance supply and demand, basic demographic variables such as sex ratios, age distributions, and life expectancy of cohorts are measured and tracked. In the 21st century, demographic transition and sustainability must now be viewed within the global village.

If we could shrink the earth's population to a village of precisely 100 people, with all the existing human ratios remaining the same, it would look something like the following. There would be:

- 57 Asians, 21 Europeans, 14 Americans (North, Central, and South), 8 Africans
- 52 would be female, 48 would be male
- 70 would be non-white, 30 would be white
- 70 would be non-Christian, 30 would be Christian

- 89 would be heterosexual, 11 would be homosexual
- 6 people would possess 59% of the entire world's wealth and all 6 would be from the United States
- 80 would live in substandard housing,
- 70 would be unable to read, 50 would suffer from malnutrition
- would be near death, 1 would be near birth
- (yes, only 1) would have a college education
- 1 would own a computer

Future discussion threads on demographic issues will focus on the (1) aging of the post industrial countries, highlighting the United States experience and forecasts, (2) changing household and family composition, (3) assumptions and realities of worker/dependent ratios, and (4) religion, race and citizenship as demographic variables.

Discussion Thread on Evolving Concepts and Uses of Time

by Tommy T. Osborne, COL, USA (Ret),
703-425-7402

We have progressed from Hunter/Gatherer, where time was a rudimentary concept, based on immediate events to satisfy immediate needs through multiple technological groupings or civilizations, in terms of time: from Pastoral (where time is a driver of phased actions planting, harvesting, fixing tools/clothes in a seasonal context), through City-States and Kings that needed calendars and saw seasons in years, months, days and subdivision of days; to Industrial Nation States that actually used short (hours) and long (multiple years) as work periods. We moved from work as an a-periodic necessity to seasons of work, then finer sub divisions of work. As the sub-divisions became finer, the concept and the fact of parsing days

into work and non-work periods grew. By the mid Twentieth Century, the most industrialized nations worked less than half of a 24 hour day and had total non-work periods ranging from half of a month to two months, excluding Holy Days and other celebration. Work and non-work were sequential.

An odd thing happened as people tried to raise productivity, or output/input ratios. Technology raised the productivity of industrial, entertainment and farm workers. However, with the growth in Knowledge Workers vis a vis the other three groups, the challenge of productivity grew. How do you improve ratios where both components are ill defined? Office administrative staff was dramatically reduced by the use of office automation, but they were the least expensive inputs. Now the non-admin staff is doing its own administration in addition to its own functions, courtesy of advanced computing suites. With information distributed in less time via e-mail/voice mail and available 24 x 7, and portable/home voice and information processing approaching 100%, work time can be all the time. Most "key" knowledge workers are always on for calls and on over half the day for work related information processing. Despite this increase in automation and in time dedicated to work, the work/information queue exceeds the work level. We're exhausted and time challenged, trading personal time for work and losing focus on being whole-or so the legend goes.

What of the next 50, 100, 500 years? Our information gurus

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have long predicted automated assistants which can take routine decisions, separate out useless information and segregate information we need by time and type of urgency. I have thought of giving the rapidly aging, mostly general information media, like the newspapers that pile up on my desk, a time to live (TTL), just like undelivered TCP/IP packets. 30 day old papers and news-magazines would disintegrate, having exceeded their TTL; opinion and professional magazines would have a longer life or consist only of a contents page. The rest would be available on line. Would this automated help, current-ness related life span and pull versus push result in a return to less harried times? Can it be done in a just in time economy where almost all the slack and friction have been removed from the most successful business processes? What do you think?

Discussion Thread on Cultural Diversity

by Dave Stein, M742503402@cs.com

Cultural diversity enriches the human experience, and we are indeed fortunate to know about lifestyles and values of other societies and cultures, both those of the present-day and those of the past. There is much that we can learn from other parts of the world. For example, where we value our traditional work ethic, Western Europe places more primacy on family and leisure time, as evidenced by their longer annual vacations and (in some parts of "Old Europe") shorter workdays. Where we value near-term results including the quarterly earnings statement, Oriental countries have traditionally been characterized by patience and a longer time horizon. In fact, the viability of their long time horizon was demonstrated quite convincingly by the outcome of the Vietnam War. Speaking of time, some Native tribes do not distinguish among past, present, and future in their respective languages! Even the traditional Islamic societies, although repressive and austere by our

standards, have historically valued learning, as evidenced by their contributions to science, mathematics, and medicine while much of Europe was in the Dark Ages. (Interestingly, these societies were generally more tolerant of other Western religions than were their Christian contemporaries.) These are but a few of the many examples that history can offer us.

However, as a result of a cultural "trade deficit," cultural diversity is giving way to cultural hegemony. This is illustrated by the migration of some TV game shows and other forms of entertainment to Western Europe and elsewhere. Ditto for fast food establishments. In fact, when I visited Brussels in mid-1999, I was told to remember that blue "M's" indicated metro stations whereas yellow "M's" referred to a well-known fast food chain! Nothing against TV game shows and fast food chains – but why are the entertainment, authentic restaurants, and the other ways of various cultures and countries abroad not migrating here (the notable exceptions being Eastern religion, philosophy, and medicine)? Similarly, Japan has had baseball for many years, but more recently, American baseball stadium food has been making inroads there. Now, Japanese baseball fans no longer need be concerned about dying from stomach cancer as their ancestors often did. They now have the opportunity to die of colon cancer, just as we do in North America!

What are the implications of the present drift toward cultural hegemony? There are several points for contemplation:

1. Since time immemorial, cultures have conquered or displaced other cultures, either militarily or otherwise. Is the situation fundamentally different today, given globalization and the information age, or are we observing a difference in degree rather than in kind?

2. Is the trend toward cultural hegemony really a problem?

3. Are we in danger of losing the lessons that other cultures can teach us? In the years to come, will we be looking at life through only one lens?

4. How will the worldwide losses of alternative "operating systems" impact those whose interests, skills, and personality types are incompatible with contemporary "mainstream" culture as we know it? Will those who are "out of step" in one culture not find a home anywhere?

5. Using metrics such as celebrity status and salary, will the same types of people who are MVPs here (primarily entertainers such as athletes and movie stars) be the MVPs worldwide?

6. While we uplift mankind by "exporting" prosperity (in our terms), human rights, and democracy, are we also exporting a workaholic society, together with the costs that it exacts – costs to balanced and fulfilling lifestyles, to health and wellness, to adequate rest (with implications to driver alertness on the highway), to family stability, and to responsible parenting of children so that they don't

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be left alone" and our "information."

Our privacy, how we want to protect it, and our willingness to give it up are impacted by "who" wants to know about us. Historically, Americans have reacted differently depending on whether the "who" was government, business or individuals. In addition, Americans have traditionally given up a reasonable level of privacy during times of crises.

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versities were established. Settlements that would eventually become the great European cities began to grow. This progressive period continued through the start of the inflationary period. Starting in the late twelfth century, records show a steady increase in population and a concurrent increase in the price of agricultural commodities, especially wheat. Records also show that at the same time, the rich and powerful became wealthier while the common person became poorer. Rents went up, monopolies developed, government debt increased, and rewards for labor diminished. The resulting stresses began to show in the early fourteenth century, when the climate deteriorated for several years, bringing about crop shortages and widespread famine. By mid-century, the spread of bubonic plague brought about a final, great collapse of both the population and the economic system.

With the decimation of the European population, inflation ceased. Considerable chaos with wild swings in commodity prices accompanied these horrific changes. Although there was considerable variation, throughout the fourteenth century average prices did not rise. Gradually, starting approximately 1400, production and prices stabilized. With wages rising wealth became more equally distributed and Europe entered an extended period of political stability. This period, the Renaissance equilibrium, continued through the first third of the sixteenth century.

The second wave, the price revolution of the sixteenth century, was remarkably similar to the first wave. It began gradually, actually in the last quarter of the fifteenth century, when the population of Europe began to rise noticeably. Once again, prices of agricultural products rose while real wages for workers fell. Energy prices climbed as forests were heavily exploited. This time, price rises were twice that of the previous inflationary era, averaging about one percent per annum. As the inflationary period progressed, famine, plague and other diseases began to take a toll. Again, there was a period of political and social unrest; but this time it was less intense. Diseases were not as severe and population did not decline as dramatically. This is not to minimize the hardships of the period. Grain was in sufficiently short supply that people substituted sawdust in bread for flour. Interest rates soared. Currencies were debased. Rents increased nine fold while wages fell. Governments were faced with large deficits and the people with regressive taxation. This was a period of "stagflation", with inflating prices and economic depression.

Eventually, just after the middle of the seventeenth century, Europe pulled out of this slump. Fischer calls

the era of stability that followed the Enlightenment equilibrium. As usual in periods such as these, stability was a long-term description with considerable short-term variation. At first, prices rose, only to fall later. Wages increased and the ordinary person felt that the times were good. Rents decreased and the disparity between the wealthy and average person declined. The great cities blossomed.

This prosperity continued until the first third of the eighteenth century, when prices began to rise concurrently with large increases in population. In mid-century the third inflationary wave began, but this wave was different from the earlier waves. It spawned civil unrest, a number of revolutions and considerable warfare between economically hard-pressed states. However, European populations did not fall and the famines were not as serious as earlier. The rate of inflation was higher during this wave than in the previous waves, averaging 1.7 percent per annum. Once again, the inflationary surge was led by rises in the cost of agricultural products.

In all of these inflationary waves, as well as in the periods of monetary stability, there was always considerable short-term variance. In the longer inflationary periods there were short periods of depression. In stable times, brief inflationary periods made it difficult for the contemporary person to judge whether the current trend was going to prevail for an extended period. This was true of this third wave, as well. However, in the early nineteenth century, after the reign of Napoleon in France, coinciding with the beginning of Mary's reign in England, a period of stability began that was to last all of the nineteenth century.

The factors that cause these secular changes are not always clear, even after the fact. It can be noted that the Western world saw a number of significant developments in the nineteenth century. Europe aggressively colonized much of the rest of the world. The industrial revolution had a major impact. The westward expansion of the United States led to considerable development. Thus, the factors that produced the Victorian equilibrium were, undoubtedly, different from those of earlier centuries.

Fischer dates the beginning of the fourth inflationary period to 1895-1897. These years were marked by a barely discernable inflation rate on the order of one percent per annum.

After a number of years, when the trend did not reverse itself, observers began to suspect a secular change. This change came as a relief to many. Prior to the mid-

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1890s the lack of upward movement in agricultural prices combined with declines in prices of some commodities had created problems. Farmers suffered from declines in wheat prices, for instance. Some argued that the change was caused by expansion of the gold supply, others that the monetary policies contributed. The author argues that both of these explanations do not hold up. He maintains that, as before, population growth along with increases in "material expectations" were dominant.

There were periods of variation. Between the world wars there were dramatic shifts. Lack of monetary discipline caused hyperinflation in Germany. The great depression of the 1930s was a worldwide phenomenon. On the whole, for the first two thirds of the twentieth century inflation continued a moderate rate. The wealthy accumulated more than their share of the wealth, but real wages increased as well, assisted by strong union movements.

In the United States in the 1960s, even before the Vietnamese war, inflation increased, driven higher by excessive government spending. More tension was created by the oil embargo of the early 1970s. Later that decade, two acts by President Carter, the beginning of deregulation and the appointment of Paul Volcker as chairman of the Federal Reserve Board, helped bring this inflation under control, thereby contributing to the era of prosperity during the Reagan administration. However, in the last third of the twentieth century, real wages began to decline. There were crises brought about by the overextension of some of the world banking systems and the rapid expansion of currencies in some nations. Political unrest brought about the fall of the Eastern bloc communist governments.

Since these developments are characteristic of the tensions that occurred in the earlier inflationary waves, it is interesting to look for other similarities or dissimilarities. Population growth has declined in some parts of the world, but notably increased in other parts. Birth rates in the third world and in the Islamic countries have been strong. One common attribute of the three previous inflationary waves is an increase in religiosity of the general population. It is the reviewer's perception that religious beliefs are more strongly held now than in the recent past. Fischer points out that other political changes have occurred. In particular, third world countries have been allowed to democratize, either after revolutions or peacefully.

The appendices treat a number of topics in more detail, two of which I will touch on here. The first is that these waves are neither new nor unique to the Western world. Records indicate that similar inflationary periods existed in

the Assyrian, Greek, Roman and Chinese civilizations. Another appendix discusses synchronization of these inflationary waves worldwide, even in very loosely coupled civilizations, such as medieval European and Chinese civilizations.

Fischer's book raises several questions. A number of economists believe that we are at the beginning of an extended deflationary period. Are we now in an era of extended price stability, or must the modern global economic system experience more stress before the transition to stability occurs? Are these monetary and social waves merely part of a chaotic system, characterized by fractal-like patterns? If so, does this mean that it is even harder than one might expect to anticipate social and monetary changes? What are the implications of modern, tightly coupled global systems? Is it a useful exercise to attempt to list the factors that cause tension within our worldwide social and economic system and the factors that mitigate those tensions? Would some future historian benefit from these speculations or find them mere folly?

Future Takes

Future Takes is the newsletter of the National Capital Region chapter of the World Future Society and supports the chapter's visions and objectives. The National Capital Region chapter, serving Maryland, Virginia, and the District of Columbia, maintains the following objectives as delineated in its charter:

1. To contribute to a reasoned awareness of the future and the importance of its study, without advocating particular ideologies or engaging in political activities.
2. To advance serious and responsible investigation of the future.
3. To promote the development of methods for the study of the future.
4. To increase public understanding of future-oriented studies.
5. To facilitate communication and cooperation among organizations and individuals interested in studying or planning for the future.

The chapter accomplishes these goals by assembling like-minded individuals interested in the future, by promoting dialog that exchanges ideas and viewpoints, by providing networking opportunities for mentoring and career advice, and by sponsoring programs, professional training, and other activities that support studies of the future.

"Alligators and the Future" Workshop – Forecasting Unintended Consequences

"When you're up to your elbows in alligators, it's hard to remember the long-range objective was to drain the swamp!"

Why do sensible, well-intentioned strategies often produce unexpected results? Murphy's Law? Bad engineering or planning? Bad luck? All of the above? Or is it simply that much of what we do is complicated and that we cannot possibly anticipate all the consequences of social, technological, business, diplomatic, or military plans?

For further insights on forecasting unintended consequences as well as opportunities, sign up for our chapter-sponsored "Alligators and the Future" workshop, scheduled for Saturday, May 31. The workshop will be led by four world-class futurists – Jim Burke, Bill Rowley, Dick Smith, and Wayne Straight. For further infor-

Give Us Your Perspective on the Future



We are looking for people with vision in any area of interest or expertise to write a future-oriented article for *Future Takes*. Your vision may come from personal experience, reading, lecture notes, or a topic that in your view is important for the future. Please share your thoughts with our chapter members, preferably in 1000 words or less. Send your contribution to Dave Stein, Editor, via e-mail at M742503402@cs.com or to Post Office Box 169, Linthicum Heights MD 21090.

Meet a Member

Russell Wooten lives in Northern Virginia, recently moving from Northeastern Ohio to do his part in the War Against Terrorism. Russell is a program manager in the Transportation Security Administration, which is now part of the Department of Homeland Security.

Russell is considered a business professional in Management, Industrial Engineering, Operations Research, Project Management, Business Process Re-engineering, and Continuous Improvement. His hobbies include chess, softball and the World Future Society.

Before coming to Washington, Russell managed projects for NASA's Space Shuttle Program, the Superconducting Super Collider Program, a DOE Plutonium Processing Plant, a Russian Nuclear Waste, Recovery, Treatment, and Storage Facility, the Strategic Petroleum Reserve Program and the Navy's Mobile Offshore Base Program.

Russell is a member of the World Future Society because he is concerned about tomorrow and tries to make both his business and his personal decisions with the future in mind.

Future Takes Editorial Board

Dave Stein

Editor

410-385-3315

M742503402@cs.com

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National Capital Region World Future Society Membership Application and Renewal Form

As a member of the National Capital Region of the World Future Society, you will receive ***Future Takes*** (the chapter newsletter), announcements of all chapter activities, and discounts at chapter-sponsored events. If you would like to join us, please print out this form, complete it, and mail it to:

Ken Harris
Treasurer
National Capital Region World Future Society
5416 Newington Rd.
Bethesda, MD 20816

This will confirm your membership for the year, list you in the chapter's online directory for networking, and qualify you for member pricing.

Date _____

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Areas of interest _____

Interest in helping the chapter? _____

Enclosed is my check, payable to the "National Capital Region World Future Society" for annual dues, **or**

Charge my ☐ Visa ☐ MasterCard ☐ American Express ☐ Diner's Club

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() \$30 for family membership (includes spouse)

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Mr. McConnell discussed differences in perception at our cultural level. Most Americans feel more at ease trusting private entities and less comfortable trusting the government. Conversely, Europeans tend to trust their governments on matters of privacy and are more fearful of private entities such as credit bureaus and private businesses. Mr. McConnell also indicated that Oriental cultures are more group oriented and that privacy is less of a concern there than it is here or in Europe.

Mr. McConnell believes that technology's effect on privacy is fundamentally neutral. This might imply that we need not worry about diminished levels of privacy as "security technologies" and "infringement/spy technologies" advance. He cautions us that while technology itself might be neutral the "*who*" that controls that technology is not neutral. The "*who*" that controls this technology has the ability, power, and means to enhance our security and privacy, or to control it and subsequently to control us.

Mr. McConnell concluded that we should be aware and informed and also get involved in our own privacy issues. Privacy is not a black and white issue and we need to gauge our own comfort levels.