

ECONOMIC SECURITY 2000 CAMPAIGN – SAVE SOCIAL SECURITY. ADD INDIVIDUAL SAVINGS ACCOUNTS.



From 1992 to 2006, Sam Beard worked on an initiative to save and reform America's Social Security system and promote meaningful savings and wealth for all Americans.

He wrote a book, *Restoring Hope In America*, and launched the non-profit organization Economic Security 2000 to implement the goals.

The initiative teamed 5 organizations and 60 dedicated professionals to help change national thinking. The team worked closely with the Clinton Administration from 1997 – 2000 and with the George W. Bush Administration 2001-2006.

In 2001, Mr. Beard was appointed to serve on President George W. Bush's Social Security Commission. When Congressional approval was imminent, unexpected events, including the September 11, 2001 World Trade Center attack, derailed final enactment.



Delaware Today magazine's lead story covers Sam Beard's national campaign to save Social Security and add individual savings accounts. 1996



Sam Beard invited to join President Bush in Mississippi to explain Social Security reform. 2004

ECONOMIC SECURITY 2000



Sam and Hillary Beard at a White House reception with President and Mrs. Clinton as a result of our work on Social Security reform. 1998

“In America, in the 1950’s and 1960’s, we fought for civil rights. In the 1970’s and 1980’s, we fought for women’s rights. In the 1990’s, why not fight for equity rights, I thought.”
– Sam Beard

In 1991, another fortunate accident changed my life. I was making a presentation about the Jefferson Awards in San Francisco. A co-presenter, Bob Hawkins, president of ICS, a conservative think tank and publishing house, was talking about financing welfare mothers in Oakland. Afterwards, we talked. I told him about the National Development Council and our low-income financing. On the spot, he asked me to write a book on economic opportunity in America. This led to *Restoring Hope in America: The Social Security Solution*. The book started a 16-year cause.



President Ronald Reagan greeting Sam Beard in the White House after announcing the President’s \$2 Billion Small Business Revitalization Program. 1982

My goal was equity rights. Create a nation of savers. One third of all income comes from savings – money making money. 85% to 90% of most Americans have no meaningful savings. This threatens the American dream of home ownership, business ownership and retirement security.



U.S Senator Bob Kerney joins as Co-Chair of Economic Security 2000 and adopts the goal of having each American set aside \$1,000 per year into individually-owned savings account using existing Social Security taxes.
1996

In America, in the 1950's and 1960's, we fought for civil rights. In the 1970's and 1980's, we fought for women's rights. In the 1990's, why not fight for equity rights, I thought. My whole vision was to allow every working American to set aside \$1,000 per year into a personal savings account. This led me to Social Security reform. Low- and moderate-income workers pay \$1,240 to \$2,480 per year in payroll taxes. They didn't have an additional \$1,000 to invest in an IRA.

Moreover, with the Baby Boomers ready to retire, and everyone living longer, Social Security itself needed reform.

We incorporated the non-profit organization Economic Security 2000, and raised \$2 million per year. We held over 5,000 grassroots media events. A team of five organizations and 60 dedicated professionals played a leading role in changing the American vision of Social Security. In our judgment, President Bill Clinton would have changed Social Security in 1999 adding the savings accounts. The Congress had impeachment proceedings instead. In 2001, President George W. Bush created his Social Security Commission. The bombing of the World Trade Center on September 11th changed the focus and resources of the presidency. Without either of those two events, we believe that Social Security reform would have been enacted.

“But for two flukes, we would have changed economic history. Imagine the impact if every working American – especially minimum wage workers – set aside \$1,000 per year into a personal savings account pegged for inflation.”
Sam Beard.

DEFINING PRINCIPLES. WHAT STANDS OUT?

Think Big

Sam Beard's 50 years of public service can be boiled down into four messages.

THINK BIG. YES, I CAN! CREATE A SIMPLE PLAN. GET STARTED.

Big Number Goals Require Plans To Make Dreams A Reality

Sam starts with audacious numerical goals that frighten or turn off most people. Sam sets large numerical goals, because they require designing and implementing an audacious plan. Sam states that public service is about helping people. Numbers prove it.

Action and Result - Measurable Impacts Beyond The Norm

50 years of experience demonstrate that Sam's trademark is action and results. Begin with the big goal and a simple plan. The key to success is hiring and inspiring amazing teams. Change the plan as you go. Yes, hard work is essential, but joyous. After all, you are helping others. Service is the best reward. Never give up until the audacious number goals are reached and substantially surpassed.

Cost Effective : For Every \$1 ... \$100 of Impact.

Nonprofit dollars are scarce and should be treasured. Keep overhead to less than five percent. For every \$1 of revenue, generate \$100 of impact.

Most Important : Pioneer & Change System

Sam's 50 years of service demonstrate one overriding pattern of excellence. Pioneer. Get behind important ideas before others. With a sense of deep honor, enlist the power of the presidency. Popularize the vision. Take a long-term view. Big changes usually take ten to twenty years. Build self-sustaining systems. Institutionalize the changes. Leave behind systems that perpetually deliver and keep delivering. Impact lives. Move on to the next vision.