

RUSH UNIVERSITY

600 South Paulina St, Suite 440, Chicago, IL 60612 Tel: 1.800.204.6358
Saturday, October 11, 2014, 12:00 pm – 3:30 pm

NSHSS MEMBER EVENT #111, WC 4276 **The National Society of High School Scholars**

”THE NEW WORLD – THE GOOD EARTH”

A 24 Minutes, Keynote Speech by Claes Nobel
Co-founder & Chairman, The National Society of High School Scholars
Founder & Chairman, United Earth

“GOOD EARTH” ... “GOOD EARTH” to you all! It is a great honor to welcome you to our Rush University Member Event. Thank you for coming!

Yes ... you heard me correctly! I greeted you by saying: “GOOD EARTH.” Instead of saying: Hi, Hello, Good Morning, Welcome and so on ... I and many of my World Betterment Colleagues, particularly the ones in the Environmental Field ... we often nowadays say: “GOOD EARTH.”

The “GOOD EARTH” Greeting is a simple and yet very potent phrase. It is as powerful and emotionally loaded as the three, sweet words of: “I LOVE YOU.”

Just think about the, euphoric, wonderful feelings you had in your heart, when you for the first time dared to say to the person of your Love and Desire: “I Love you”. Remember? Indeed ... that was a genuine “WOW” Moment!

Well, of course, even more heavenly than that ... was the moment, when your ears heard those three small words passionately coming to you ... from the lips of your beloved one. Good Vibes ... and The Power of Love ... launched you then ... into Cloud Nine. Remember?

Likewise, the “GOOD EARTH” salutation is a most powerful, jam-packed phrase loaded with: DIVINE WAKE-UP CALLS FROM GOD ... and ... A FLOOD OF RED ALERT WARNINGS FROM MOTHER NATURE ... that in a Thousand and One ways reminds and urges:

All The Good People on Earth to do their level best ... to: “Change The World.” To change it from what it is ... into what it could and should be. And I assure you all, in view of todays crazy world situation ... that job requires some Heavy-Duty Lifting ... “RIGHT NOW.”

We Environmentalists, Humanitarians, Peacemakers and Earth Ethics Educators, we spearhead the “GOOD EARTH” initiative because: The Sustainable Future of Earth and Humanity is at Risk. This Third Millennium Crisis is extremely serious! It is Worldwide! And ... The Impending Emergency is Massive and Genuine! We must change now ... or we will perish!

Ladies and Gentlemen, Brace Yourself! Because, I will during the next 15 minutes ... truthfully and much to the point ... tell you about some of the most frightening and ugly stuff that today threatens Life, Living and Quality of Life for all humans on Earth ... including you and me.

However, I will also give you A Sound, Doable Action Plan ... A New World View ... outlining how we all can gracefully ... get out of this global mess together.

The Present Crises Affects All Forms of Life on Earth ... whether we are Humans, Frogs, Orangutans or A Tropical Rain Forest. Never before has Earth and Humanity been facing a multi-faceted, global catastrophe like this. It is a systematic breakdown of our fragile Biosphere. Our Life-Support Systems are collapsing! They need OUR HELP!

So here is my call to action:

Put on your white coats, light-green smocks and rubber gloves! You are now ... together with me ... in the process of becoming Doctors and Nurses in The Intensive Care Unit of a Critically Wounded Planet ... and A Needlessly Suffering Humanity.

And, please bear in mind: At this Tipping Point Moment in Time ... when The Very Survival of Humanity and Civilization Is At Risk ... no one can any longer afford to stand idle on the sidelines ... twiddling their thumbs ... and just watch The World- Deterioration Go By.

That would downright be ... an act of Immoral Stupidity and Gross Treason ... to the future wellbeing of both Earth and Mankind. We must all pitch in!

Therefore, in Order for The Human Race to Survive With Dignity ... This Sudden, Worldwide Crisis ... Calls for an "IMMEDIATE" Mega-Action of Global Change. And, immediate that means: "RIGHT NOW."

Consequently, for All Good, Concerned Peoples of The World ... to solidly band together ... and to launch: "THE GREAT WORLD BETTERMENT CRUSADE" should today be ... The Foremost Priority of All Humans of: Every Race, Every Creed, Every Color and Every Political and Social Stratum.

It is said: "*Better to light one candle ... than to curse the darkness.*" Therefore, in my triple capacity as: Chairman and Co-Founder of The National Society of High School Scholars, and Senior Member of The Swedish Nobel Family ... and for over 50 years having been A Global Activist and Spokesperson for Environmental Sustainability, I urge you all:

"Do not light ... only "ONE" candle! ... Light millions and millions of bright, shining candles for WORLD BETTERMENT." Enlighten ... and Help The Entire World by Going Viral with: THE "GOOD EARTH" SALUTATION. And also ... go viral with THE SEVEN RIGHTS, which World Transformation Commands, I soon will tell you more about

Yes, please ... jump on the “Good Earth” Bandwagon and make “Good Earth” the Guiding STAR & MANTRA of your life.

Drip, Drip, Drip ... that is how ... “The Falling Drop ... Hollows The Rock.” In the same manner the constant, daily, worldwide use of the “Good Earth” Salutation will have impact in changing and shaping “The New World.”

So ... please! ... Right Now! ... Today! ... Apply Your Quick Minds, Nimble Fingers and Mobile Phones to advance The “Good Earth” Cause.

Yes, Go Viral with the “Good Earth” Greeting! Let it become the NEW “IT” BUZZ of today. OK? When that takes place: The Power of Youth and The Power of People ... coupled with THE POWERS of LOVE and TRUTH ... will constantly remind the entire world that:

“There is “ONLY ONE EARTH” ... and Our Beautiful, Fragile Planet ... She Urgently Needs Our LOVE, Our CARE, Our RESPECT and Our COMMON SENSE HELP ... And ... She needs it “RIGHT NOW.”

In each and every one of you ... I see a potential “EARTH ANGEL.” Therefore, most humbly, I ask you all to give your Full Support to: THE “GOOD EARTH” CRUSADE ... that now ... is beginning ... to sweep the world.

Yes, spread out your angelic wings! Soar! Tell friends and foes alike The Good News about: “THE NEW WORLD & THE GOOD EARTH” ... which REALITY ... we can manifest together.

Without doubt KNOW ... in your heart of hearts ... that you are very important to Mother Earth! She is sick! ... She is very sick! She needs you! ... And She loves you ... ever so much.

Yes ... let the two small words of “GOOD EARTH” ... become the unstoppable “Domino Effect” that now starts to weep the world and changes it forever. ... Changes it from what it is ... into what it could and should be. I am counting on you guys! OK?

Ladies and Gentlemen, despite the presently most serious “State of The World Conditions” ... let me confess ... as I stand here at the podium ... in front of this diversified and most powerful audience ... I am Happy ... and ... I am Full of GREAT HOPE.

Why am I so Darn Happy? And why is my heart bursting with The Good Feelings of Hope? I will tell you why! It is because of The THREE Great Forms of Energy ... that literally are flooding this hall. They are: The Power of Youth, The Power of Caring People and The Power of Love.

You see, in our NSHSS Members, who already have proven themselves to be very smart ... and who additionally have done Documented, Meaningful Community Service ... I see one of The Greatest and Most Dynamic Power for World Betterment.

My dear audience, you should know that in The Hearts and Minds of Our Esteemed NSHSS Members there exists: A Clear, Clean, and Uncorrupted Form of Energy. ... They are Full of Good Vibes! And, Good Vibes are contagious! Very contagious ... Even more so ... than Mono, Aids, Chicken Pox and Ebola!

Furthermore, I have noticed that: Already at a young age ... our scholars possess: "A Rare Quality of Mind" ... that hopefully today, on Saturday, October 11, 2014, might take a "Quantum Leap" towards even greater, altruistic deeds than what they ever previously have accomplished.

I say so, because today, "Right Here and Right Now" ... in this audience ... our NSHSS Members have the opportunity to meet with and take direct, personal contact with scores of Professional, High-Level Representatives from: Academia, Business and The US Government Departments of CIA and State.

I urge our members: "Don't be bashful! Step forward! Go up to these experts and get the answers ... to all your burning questions about college and future employment opportunities. Do it: "Right Now." Uncle Claes ... says so!

As you can see from our program: The NSHSS Motto is: “Learn, Lead and Change The World.” Yes, to tap into ... and to unleash The Power of Youth and The Power of People and The Power of Love... for The Creation of a ... “Good Earth” ... that is one of The Main Reasons for us all ... to live on Planet Earth ... at this turbulent time in Human History. We are here to be: “In Service to Peace, Earth & Humanity.”

Today, 50% of the world population consists of youngsters below the age of 20 ... and this big section of humanity ... they represent 100% of our future.

Therefore, dear Young Scholars ... listen ... and listen carefully ... when I say: In Your Cool Heads and Warm Hearts, and in all other well-educated youth of the world as well, there exists A Sleeping Giant ... of Immense Power.

This Sleeping Giant is nothing less than: The Much Awaited METHOD, SOLUTION, BLUEPRINT and PLATFORM ... To Make Our World ... A Better, Safer and Saner World ... Than The One We Presently Are Experiencing.

To this DORMANT MEGA POWER in you guys, I shout: “WAKE UP! WAKE UP! ... WAKE UP ... A Blind and Sleeping Humanity!

Forcefully, tell the people and the leaders of the world that they have created ... and are creating: “A Fool’s Paradise!” Tell them to remove their Rose Colored Glasses! Tell them “Loud and Clear” that we no longer want to live in A Phony La-La-Land ... of Lying Tongues and Sandcastles Built in The Sky! Inspire All Mankind to Advance and Manifest: “Common Sense and Common Action ... for Our Common Future!” Yes, in unison shout: “No More Lies ... Just Plain Truth!” “No More Lies ... Just Plain Truth!”

Dear Scholars and Adults alike, with your good help ... The Concept and Ideal of: “World Betterment” and “A Good Earth ... Via Earth Ethics” has the chance to become ... YOUR GREAT GIFT ... and YOUR NOBLE LEGACY ... to the Well-being of Earth and Humanity. Yes, to a great deal ... Our Future Rests in The Hands of ... Our Bright and Ambitious Youth.

And, no doubt whatsoever ... I dare say: “One day some of you ... our NSHSS Members ... will be Our Future World Leaders ... Rhodes Scholars ... and Nobel Laureates.”

119 years ago, in Paris in the year of 1895 ... The Vision and The Hope for Massive World Betterment is exactly the idea that gripped the heart and soul of my Great-Grand Uncle Dr. Alfred Nobel ... when he through his testament and last will established the Nobel Prize. And indeed, I am much inspired by his World Renowned Legacy.

However, my personal Humanitarian Work is not only focused upon making the Lives of People Better. It is also focused upon securing The Global Well-being and Respect for Mother Earth.

To Bring Worldwide Attention, Support and Action for The Protection and Healing of Our Suffering Earth ... and to Stop Treating Her Like Dirt ... that is my burning life-mission as well.

Ladies and Gentlemen, as I said: There is “Only One Earth” ... and this Blue Pearl in Space ... Our Celestial Home ... is unique ... she harbors “The Miracle of Life.”

Abundantly, we find this God Created Miracle in: The Flora, The Fauna, The Water, The Air and The Soil. These elements are Holy! Together with the Rays of The Sun they constitute our life-support systems! Without them we cannot live! We would not exist!

You see, not only on Earth Day, which we celebrate once a year, on April 22nd, but all year around, there constantly beats in my chest A STRONG “GREEN” HEART. May the same be the case with all of you! Yes, “GO GREEN” ... “GO GREEN” ... that will help Mother Earth immensely!

Mark Twain, the author of The Adventures of Huckleberry Finn, said: “The two most important days in your life are: The day you were born ... and the day you figure out why.”

Ladies and Gentlemen, I will take the liberty ... to tell you all ... young and adults alike ... about the very reason ... WHY you are here on Planet Earth today.

I will tell you WHY WE WERE BORN ... exactly at this critical, chaotic time in human history, when so much pain, so much hardship, so much needless suffering and so much uncertainty about our life and future is inundating us ... a confused and perplexed humanity.

You see! Earth is a school! We humans are here to learn ... The Lessons of Life. These Lessons are Mandatory ... and They Are Tough. The Curricula and Syllabuses are established and governed by The Eternal Laws ... of The Universe. We humans ... the students ... are taught Many Subjects ... of both Positive and Negative Nature.

This Cosmic, Dualistic, Good/Bad Form of Education will in time develop our full Human Potential in areas where we presently have great shortcomings.

In order to ever know "Peace and Harmony on Earth" all humanity ... young and adults alike ... of every religion, race, culture and political affiliation needs Deep Knowledge and Truthful Education in the vitally important subjects of: Love, Consciousness, Righteousness, Spiritual Knowledge, Compassion, Honesty, Tolerance, Respect, Patience, Gratitude and all the other forms of Virtue as contained in The Moral Ideal of "Earth Ethics."

And then, one day, hopefully sooner than later, most all Humans will master these life-essential virtues and graduate from “The Earth School” with: “Magna Cum Laude.”

I fully agree with the French Paleontologist and Jesuit Priest, Pierre Teilhard de Chardin, when he said: “The day will come ... when, after harnessing space, the winds, the tides, and gravitation, we shall Harness for God ... The Energies of LOVE. And on that day ... for the second time in the history of the world ... we shall have discovered fire.”

In order for us all to better understand where we humans have Our Strength and Our Weakness, I will most respectfully ask you all ... to Right Now ... for A Few Tranquil Moments ... to think very seriously ... and very deeply about: The Following Profound Questions ... which Mankind has grappled with ... since the beginning of times.

Now ... please, think, think very deeply about: WHAT CONSTITUTES MY SOUL? WHAT KIND OF STUFF IS IT MADE OF? WHO AM I? WHERE DID I COME FROM? And, WHAT IS THE TRUE PURPOSE OF MY LIFE ON EARTH? Think, Think Deeply ... for a few tranquil moments ... Think ... Think Very Deeply! Very Deeply! !

Did you just now ... In The Silence of Your Heart feel and hear ... some whispering answers? Good! What you hopefully heard ... was "The Voice of God."

You should know that, most of my colleagues and I, who are actively involved in the rapidly growing field of World Transformation, we are all profoundly opposed to ... and extremely ashamed by the following Ugly, Human Mind Monsters of:

Greed, Ignorance, Selfishness, Vanity and Lust for Power ... that many of Our Contemporary Leaders in Business, Politics, Religion, and yes, even in Sports and Entertainment so often ... ostentatiously are displaying.

Yes, I am sorry to say: Nowadays: "Many of Our Leaders ... have become our Misleaders. Via Mass Media, Social Networks and Smart Phones for Dumb People ... we are, as you know, constantly ... on a daily basis ... hearing and seeing the horrors of Mankind's "Dirty Linen" List ... where we find:

- School Shootings, Stabbing and Bulling
- Terrorism, Violence, Hate, Intolerance, Brutality, Rape, Human Trafficking, Drug Abuse, Torture, Murder and Child Molestation
- Environmental Collapse
- Global Warming, Rising Sea Levels, Deforestation
- Extinction of Species
- Exponential Population Growth, Hunger & Poverty

- Corruption, Oppression, Cheating, Lying, Stealing
- War and Preparations for War
- Religious, Political and Financial Conflict and Degradation, etc., etc., ad nauseam.

It pains me very much to give you this “Dirty Laundry List” of Ugly Human Shortcomings. The worst of them all being war ... which Alfred Nobel called: *“The Horror of Horrors and The Crime of Crimes.”*

The crazy, horrific, sub-human killing-machines presently launched by the inflamed brutality of ISIS and the ongoing battles in Gaza, Israel, Ukraine, Russia, Iraq and Syria, who can ever believe that these horrific, insane acts of war and monstrous cruelty can ever lead to A Culture of Peace?

Has the fuse of WWII ... possibly a nuclear war ... now been lit? As Mahatma Gandhi said: *“The principle of: “An Eye for An Eye” ... will someday make the whole world blind.”*

The “Dirty Linen List” and the possibility of A Nuclear WWII make both you and I to cringe. However, in order for us to Change the World ... we must first have The Brave Courage and The Unshakeable Resolve To Face The Naked TRUTH ... however brutal and painful it is. Because ... as the ancient Proverb states: “The Truth ... Shall Set You FREE.”

Most every honest and caring person in the world is today asking themselves: WHY ... WHY are these atrocities happening in our community, in our nation, in our world ... WHY, WHY? What is happening? Is there a reason ... is there a common root cause ... and ... is there a solution? Has the world gone absolutely stone crazy? How and when can we ever have: “Peace on Earth?”

The Naked Truth and Answer is: We are seeing the devilish results of: WRONG THINKING and WRONG DOING. The root cause of these human inadequacies is our Long-Standing and Fundamental Lack of: “EARTH ETHICS.”

Consequently, the solution to alleviate most all of human, contemporary misery is to Educate The Children, The Youth, The Adults and The Leaders of The World in The Sublime Subject of EARTH ETHICS.

Fortunately, this so far Missing Curriculum of The World’s Educational Institutions, is now ... at last ... in the process of being developed.

As you know ... our species is named Homo sapiens ... the knowing, wise man. Now, in view of our many technical and medicinal breakthroughs, some scientists suggest we should be called ... Homo sapiens, sapiens ... the doubly wise man. Well, in view of the just mentioned Horrific Atrocities, which all are caused by us humans; I think these scientists are dead wrong. ... A more appropriate name would be: “Homo stupidus, stupidus.”

Even one of the smartest scientists of our time, Dr. Albert Einstein, recipient of the 1921 Nobel Prize in Physics, and best known for his development of The Theory of Relativity and Quantum Mechanics, agrees with me when he said:

“The Universe and Human Stupidity ... are immense. And I am not so sure... about the Universe.”

Now, in an “Educational, Best-Practice-Manner” I will give you the really most potent “WORLD BETTERMENT REMEDY” of all. It is a powerful, fail-proof prescription for Universal Peace, Environmental Sustainability and Great Personal Happiness. It is Good Medicine ... for A Sick World.

In honor of my relative Dr. Alfred Nobel, I call it: “The Dynamite Medicine.” When diligently and constantly used ... this stuff can ... will ... and shall “Change the World.” And, not only that, it will also keep you out of jail. How about that?

This Peace Panacea ... This Universal World Betterment Remedy is based on: “THE SEVEN RIGHTS.” They are:

1. Right Thought. Your mind is a dynamic “Master Builder.” It creates reality! Dream lofty dreams! Thoughts materialize! Everything in our universe, in the world, in this building, in this room ... yes, even each and every person in this audience ... it ... and you ... all originated first in thought. Just think about that!

2. **Right Word**. Words are most powerful. Once a word leaves your mouth ... not even the strength of 10,000 elephants can pull it back again. Consequently: **Watch Your Tongue!**
3. **Right Deed**. Stop talking ... start walking! Let **Love, Dignity, Honor and "TRUTH"** ... be the noble hallmarks of your character.
4. **Right Attitude**. Smile, laugh ... and be: kind, positive & helpful to all. Become and be a ... good listener!
5. **Right Livelihood**. Step lightly on the Earth! Leave no footprints!
6. **Right Here** You do not have to go to the faraway corners of the world. Start World Transformation and World Betterment in your own community. Start digging right in your own backyard! **You might find diamonds!**
7. **Right Now**. Do not procrastinate! No more excuses like ... you have no time! Become an active and very busy person for **World Betterment and World Change**. Create: **"THE NEW WORLD & THE GOOD EARTH"**!

Ladies and Gentlemen! To have a Future Worth Having ... or not? That is Our Choice! By the Power of God we have been given A FREE WILL. Together We Can Change The World!

Consequently: Most Humbly ... I Hereby Extend An Invitation to Every Person in This Audience ... and In The World Beyond This Hall as well ... to join: “The Noble Cause of World Betterment ... Via Earth Ethics.

Furthermore ... by accepting this invitation ... I hereby have the great honor to appoint you all to become: “EARTH ANGELS & GOOD EARTH AMBASSADORS IN SERVICE TO PEACE, EARTH & HUMANITY.”

Once more, I repeat: “ Hereby I, Claes Nobel, have the great honor to appoint you all to become: “EARTH ANGELS & GOOD EARTH AMBASSADORS IN SERVICE TO PEACE, EARTH & HUMANITY.”

Will you accept my invitation ... and thereby become part of The Timely Catalyst that Changed the World? Yes? ... No? Let me hear ... let me hear ... loud and clear! Yes? (No?) EXCELLENT! VERY GOOD! I was hoping you would say so.

Your Strong, Solid Support for “World Change” is giving Mankind Good Hope for how to safely navigate its uncharted future ... by: The Bright, Shining Stars of The “Good Earth” Greeting and Worldwide Earth Ethics Education. And, rest assured Mother Earth, she hears your passionate voices. ... She Is Smiling!

NOW BE FEARLESS!

LAUNCH THE “GOOD EARTH” DOMINO EFFECT!

And In your heart of hearts ... fully understand that The Seven Rights of: Right Thought, Right Word, Right Deed, Right Attitude, Right Livelihood, Right Here and Right Now Constitute The Principal “EARTH ETHICS” Building Blocks of and for: A Third Millennium Sustainable World of: ... Universal Peace and World Harmony!

- **Yes! Go out in the world ... AND CHANGE IT!**
- **Challenge yourselves!**
- **Inspire others!**
- **Conceive vividly as real: “Humanity is One Family ... We Are All Brothers and Sisters!”**
- **Bring down Heaven to Earth!**
- **Know that you are more than Earth Doctors and Earth Nurses ... You Are “EARTH ANGELS” and GOOD EARTH AMBASSADORS!**
- **Say YES to: The Ideal of A Worldwide, Universal Brotherhood of Peace and Harmony!**
- **Say NO to: Collapse of Nature ... and Meltdown of Human Virtue!**
- **Truly know: “We are the ones ... we have been waiting for.”**
- **And please: ... Learn to listen ... and to listen really well to: ”The Inner Voice” ... that always speaks in The Silence Of Your Heart! Yes, Listen to it! ... Listen to it! ... And ... Dare to follow it!**

Finally in closing ... and in order to successfully shape A Future That Is Worth Having ... the inspiring, last verses from Max Ehrman's classical poem called "DESIDERATA"... which means "Things To Be Desired". (Quote)

*"You are a Child of the Universe.
No less than the trees and the stars;
You have a right to be here.
And whether or not it is clear to you,
No doubt ... the Universe is unfolding as it should.*

*Therefore, Be At Peace With God,
Whatever you conceive Him to be.
And whatever your labors and aspirations,
In the noisy confusion of Life,
Keep Peace with Your Soul.*

*With all its sham, drudgery, and broken dreams,
It is still ... A Beautiful World.
Be cheerful! Be happy!" (End of quote)*

May it so be! Thank you! Thank you very much! And,
"GOOD EARTH" ... to You All!



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