

The Senior Executive

Consider these...

Here are some recent news articles that we found of interest, which range from robots, to longevity, to Putin. You can click on the title of the article to view it in its entirety online. If you have any difficulty accessing any of the following articles, we will gladly assist you as needed.

The Rolling Robot Will Connect You Now

By Anne Eisenberg (March 1, 2014)
The New York Times

Please, please, please, be careful how you use robots to attend meetings on your behalf, or to appear in multiple places, at company functions, or just walking down the “cube farm” just to say hello. There is great value in this technology, when you just physically cannot, or should not, be there and you want to add a simulated physical presence. Especially the next time you are invited to tour the Fukushima Daiichi Nuclear Power Plant, or attend a fund raiser for some obscure organization. But please be cautious, you could easily rename your management team inadvertently the C-Bot Suite. We don’t need technology to separate from human contact, it should only enhance it. So the next time your CEO decides to introduce his next executive employee, the C-Bot approach could, in my opinion, only enhance the projection of a lack of awareness, elitism, and the resurrection of the imperial executive image. Consider watching Doug Wolens’ documentary, *The Singularity*, to get a more integrated image between human and machine.



“Ladies and gentlemen, allow me to introduce you to your new Chief Executive Officer.”



The Data Brokers: Selling Your Personal Information

Steve Kroft (March 9th, 2014)

60 Minutes

Reading this recent script from *60 Minutes* covered what I personally believe as an extreme source of personal information through the “data broker.” The level of information available to be extracted from the Internet on the individual has become most extreme. It is not clear who is buying all of this, but it appears that those who sell it view the Internet as an “advertising medium,” and therefore any information gathered in response to or in use of advertising, is within the purview of the purpose of the Internet. Catch the content on the *60 Minutes* interview, and let me know if you agree or disagree. Another good article on this subject can be found [here](#), which covers how data brokers are unable to regulate themselves. This is becoming a very challenging area. Do you really want your competitor, or neighbor, to access all of this information, with no restrictions?

A Genetic Entrepreneur Sets His Sights on Aging and Death

Andrew Pollack (March 4, 2014)

The New York Times

Keep your eye of Venter’s latest projects, though it is clear he wants to use what he has learned and gathered on the genome project for enhancing longevity. Those areas can slip into human bioengineering. Living longer and extending your life is already an option as far as we deal with our environment. Now, altering genetic heredity, even in the womb, has the feel of creating super beings and scientifically managed evolution. We are opening up areas here that need deep global ethical conversations. Not all nations and scientists will be pursuing genetic modifications “for the greater good.” Though we have begun broad based conversations between governments and scientists about genetic alterations, I believe these conversations need to be brought more openly to the public. We are potentially on the threshold of altering certain core and ethical human values.





Dear Vladimir: Congratulations. You Read My Book

Josef Joffe (March 6, 2014)

The Wall Street Journal

I think you will enjoy this recent article in *The Wall Street Journal*, written by Niccolò Machiavelli (Josef Joffe). Russia would have been well advised to pull up their old playbook and make the Ukraine an offer for the reacquisition of Crimea. Certainly, the negotiations between U.S. Secretary of State William H. Seward and the Russian minister to the United States Eduard de Stoeckl for the purchase of Alaska in 1867 for \$7.2 million went rather smoothly (would be \$115 million today). Crimea is more developed, and I think Ukraine would have to seriously consider the option of a get-out-of-debt-free card from Putin, though the purchase price would need to be significant. Is there no modern-day equivalent of Seward or Stoeckl to begin such an economic negotiation? We can only hope for a logical solution, instead of force. Regrettably, the latest moves have made it near impossible for logic to prevail.

Cordially and Sincerely,

Jim DeHayes

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