



NEWS RELEASE

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FOR EXCLUSIVE RELEASE

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"The Emperor Is Wearing No Clothes!" *And neither are his royalty in waiting.*

Novato, California (August 28, 2008) – Senator Obama and Senator McCain's empty promises should remind us of The Emperor's New Clothes, a fable written by Hans Christian Andersen in the 1800's and adapted by Stephen Corrin in *Stories for Seven-Year-Olds*, London 1964. Is the American public as foolish as the Emperor's citizens in this fable?

The fable tells the story of a self-absorbed emperor who spent vast sums of money on clothing. One day two swindlers came to town and convinced him they could create clothes that were not only beautiful, but had the special power of being invisible to everyone who was stupid or not fit for his job.

The Emperor gave the swindlers money to purchase the best silk and gold materials to create the clothing. The swindlers acted as though they were creating the finest garments in the world, but in reality they kept the money and were producing nothing.

None of the Emperor's advisors or even the Emperor himself would admit they could not see the clothing because to do so would confirm they were stupid or not fit for their job. The decision was made for the Emperor to parade through town to show off his new clothing. All the townspeople knew if they admitted the clothing was invisible to them, then that indicated they were stupid or unfit for their jobs.

Therefore all the people cheered and complemented the Emperor on his new clothes. As a matter of fact, the fable concludes, "None of the Emperor's clothes had ever met with such

success.” That is, until a young boy exclaimed, "He hasn't got anything on." Then everyone had to admit the Emperor was parading around in his underwear.

David Russell is not a young boy, but a 51 year old author of the book, [Success With People](#), and consultant to Microsoft, Cisco and Intel partners. He is a commoner, a member of the middle class who like the young boy in the crowd is easily dismissed. Yet he and millions of frustrated Americans are weary of being lied to by elected officials.

He believes our politicians are bribing us when Congress, including these two presidential candidates, and the president passed a bill earlier this year to borrow a \$155 billion tax rebate. Both presidential candidates are promising tax cuts. Neither of them offer a detailed, realistic plan to balance the federal budget during their first term in office.

Russell observes, “Corporate leaders slash budgets every day to make certain their companies meet their obligations. Certainly our government leaders can do the same. It does not require 4 years to balance the federal budget! It can be done their first year in office if they are people of integrity. There is no integrity in burdening our children and grandchildren with trillion dollar debts from their fiscal incompetence.”

Russell believes, “Senator Obama’s defining campaign statement is that he will bring about real change, but his track record as an elected official indicates exactly the opposite. He is currently rated as the most liberal senator in Congress, voting consistently for big government and high spending. Senator McCain emphasizes his independent thinking and experience of working with Republicans and Democrats to pass legislation, but he is unwilling to offer us a specific plan of financial responsibility.

“The bottom line is the only significant change either of these candidates represent is that one of them will become president. Our leaders and aspiring candidates are unwilling to make the tough decisions. American needs to hold our elected officials accountable. A democracy requires citizens to actively protect their interests or as we have seen, our elected officials will primarily serve themselves.”

We can blame President Bush and Congress for being wimps and selling out America because it kept them in office, yet in doing so the real culprits escape. For as the comic character, Pogo, said decades ago: *“We have met the enemy and he is us.”*

As citizens we have basic responsibilities of leadership. Our democracy requires us to behave like leaders by voting, actively debating the issues, and being involved in our communities. We elected President Bush and the current Congress. Their failure is a result of our inability to hold them accountable. We need to stop electing politicians and instead identify, develop and elect better leaders.

Russell believes the answer to our problems is leadership. He says, “America is facing serious issues just as we have during the major world wars, Great Depression, and other significant challenges that we have overcome in the past. What is missing today is leadership. Senator Obama offers charisma whereas Senator McCain offers experience, yet neither candidate is demonstrating a willingness to lead America through the tough decisions that are necessary for our nation to remain truly free.”

About David Russell, CEO, www.SuccessWithPeople.com

David Russell is CEO of Success With People and author of 2 books on how leaders can overcome their addiction to poor management habits. He specializes in helping small-midsize companies increase profits by systematically through better utilizing employees. His clients include Microsoft, Cisco, Intel, Ingram Micro, Tech Data and Catalyst Telecom.

About Success with People

[Success With People](http://www.SuccessWithPeople.com), Inc. offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. Our driving passion is to develop life-changing solutions to big problems.

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