



Meeting the needs of communities, countries and the world by building bridges of understanding for world peace.

ON THE ROAD WITH CAST B 2008

By Matthew Erley, USA

Cast B 2008 Road Staff

Finance/Business Administrator

“Keep your eye on the ball...” This common phrase rings through the ears of excited Up with People students about to begin their tour. It’s a simple send-off that UWP alumna Carolyn Lee has been delivering to casts for many years. Once again, the importance of this statement couldn’t have been more accurate.

For UWP Cast B 2008, it has been a tour to remember – with ups and downs, plenty of excitement, emotion and enormous contrast. From staging we headed south of the border for an incredible five-week tour of Mexico, then back into the United States with an eight-city tour covering seven states. As I write, the cast prepares for a 48-hour travel day to the Philippines – packed full with bus miles, plane hours and airport naps – leaving us all with plenty of time to reflect on our tour so far.



CI in Salt Lake City, UT, USA

Cast B 2008 had heard the rumors about Viva la Gente in Mexico, but we didn’t fully understand the intensity until we were

knee deep in the experience. To start, there were the outdoor venues. The local theaters weren’t large enough to hold the Mexican crowds, so as with tours in the past, the cast performed mostly in baseball stadiums.

And there could be no Viva la Gente tour without the famous Mexican medley! This semester it included eight hit Mexican songs back to back. The audiences were loud and crazy, especially when the cast

“For UWP Cast B 2008, it has been a tour to remember...”

performed the popular Up with People song, *What Color is God’s Skin*, in Spanish. The noise from the crowd was so piercing that the cast could barely hear themselves. The Mexican tour could not have been more of a success. By week five, Cast B 2008 had performed for over 15,000 people!

Our U.S. tour may not have had the enormous audiences that Mexico provided, but it was equally as successful. One city that stands out for Cast B 2008’s U.S. tour was Aberdeen, South Dakota, a small rural community with very little diversity or international influence. It was the

city’s hope to use Up with People as an outlet to begin a diversity campaign within the community.



Performing in Cabo San Lucas, Mexico

Cast B decided to create a “diversity fair” in Aberdeen to showcase our individual

cultures and regions of the world. Young children and their families came from around the city to experience a taste of the 22 countries represented in the cast. Students cooked unique foods, created trivia from their countries, played games and even put on an international fashion show. What an incredible way to share the Up with People message of diversity to a group that may not otherwise have had the opportunity!

We continue to hear the words of Carolyn Lee as clear as the day they were first spoken to us, “Keep your eye on the ball...” Cast B 2008 has received that advice and throughout this semester has taken it far and beyond. Though it’s nearly time to prepare for the return home, the true journey is far from over. Because as we all know, where one Up with People tour ends, another chapter of endless possibilities can now begin.

Follow Cast B 2008 as they tour the Philippines on their blog: www.uwpontour.com/



STUDENT SPOTLIGHT: CECILIE NYGAARD, DENMARK

The Up with People program has given me the chance to see places in a different way than just traveling as a tourist. I found out so much about the United States, and broke my stereotypes about the images we see from Hollywood movies. I had no idea what to expect from Mexico. I pictured poor dirty neighborhoods, but what I found was amazing families, beautiful landscapes and the warmest people in the world. I want to go back to Denmark and educate people about my experiences.

What is a world issue that you have learned about in UWP that has captured your interest or concern?

Our cast spent quite a lot of time talking about immigration. We even participated in a weeklong immigration simulation. I know there are many refugees in Denmark...especially from Libya and Syria. I have never before looked at this topic from the perspective of the immigrant. I want to go home and raise awareness so that people can better understand what it's like to be in a new place for the first time.

How do you think you will use what you have learned in UWP in your future?

My leadership skills have improved so much. I am more confident that my opinion is important. I know that I can use these skills for future education and jobs. I want to educate people in Denmark about world issues...talk to the narrow minded. Many Danes travel, but not all have a major purpose like we did in my experience with UWP.

What has been the most meaningful Community Impact project to you?

Working in Mexico at "Casa Valentina" with kids with cancer. The founder of this organization had lost 3 children to cancer, and it inspired her to open this house where cancer children could come and just be "kids" for a day. Seeing the smiles on their faces made a big impact on me. We had very little communication, but to just play, smile and laugh...that was where I found the connection.

“I want to go back to Denmark and educate people about my experiences.”

What inspired you to join UWP?

I wanted to be a part of something exciting, and take some time away from life at home in Denmark. I love to perform, and the opportunity to be involved in so many community impact projects was a huge appeal to me. Along with the world travel and international cast of students, the Up with People program truly had everything I was looking for all wrapped into one package.

How has your UWP experience shaped your understanding of different cultures?

UP WITH PEOPLE MUSIC AVAILABLE ONLINE

Getting your hands - and ears - on Up with People music has never been so easy!

Up with People MP3 music files are now globally available at your favorite digital download retailer or subscription service. You can download entire albums or individual singles, as well as ringtones and ringbacks for your cell phone.



The first release includes over 100 select singles from 1965-1979 and the 2nd release includes additional singles from 1981-2000 – that's hundreds of songs never before available for digital download! The

entire catalog is available now at Amazon and is expected to be available on other sites before the holidays.

UWP is planning to release its first new CD in nearly a decade with original music from the current show. Available in February 2009 on the UWP online store (www.upwithpeople.org) and at the merchandise booth at any UWP show, the CD is sure to be a hot seller!

If you're interested in sheetmusic, visit www.musicnotes.com to find over 200 songs from the UWP catalog.

Everybody knows somebody who's perfect for Up with People...

The Golden Passport empowers alumni to have input in the future makeup of our casts. UWP will award a student recruited by an alumnus/a a \$1,000 Golden Passport scholarship upon acceptance.

Contact the Admissions Department for more information at 303 460 7100.

Who do you know?

STUDENT SPOTLIGHT: SEUNG BEOM HAN, SOUTH KOREA

What inspired you to join UWP?

I was looking to develop my English skills and make friends from around the world. Traveling with Up with People has been my first time out of South Korea. I spent two years in the Air Force, so I felt that I had a narrow-minded view of the world...this has changed.

How has your UWP experience shaped your understanding of different cultures?

The culture of North America is so different than in South Korea. I wasn't expecting the big families and huge parties in Mexico. My host family would invite many people to their home for a "fiesta"...it was exciting. Also, I had never before met a Japanese or Chinese person. We exchange opinions and it's been an eye-opening experience.

...I felt that I had a narrow-minded view of the world... this has changed.

What is a world issue that you have learned about in UWP that has captured your interest or concern?

I learned a lot this semester about gender roles. I had never spent time around a gay or lesbian person, and through this experience, I have become more educated and open to this lifestyle.

How do you think you will use what you have learned in UWP in your future?

I would like to become a pilot. Flying from place to place, and meeting new people from other countries will no longer be uncommon to me. I can use my experiences with Up with People to better understand people and be able to interact with one another.

What has been the most meaningful Community Impact project to you?



Our school program, "Stand for Peace," teaches students about diversity, non-bullying, and gives them a taste of international culture. It's a very meaningful program to both them and me. When someone is young, it's a time when they are open-minded and willing to learn. I can see the impact we make in these students' lives.



You could entertain them...

...or,

you could inspire them, motivate them, rock the house and knock their socks off.

Discover the power of Up with People to move your group.

The Professional Cast, consisting of UWP alumni, is not tied to a cast tour schedule and is available for events large and small.

For information on availability, rates and booking, call 303 460 7100 ext. 118.

Or email our Producer, Eric Lentz, at elentz@upwithpeople.org.

SHOP 'TIL YOU DROP

Looking for a creative way to support Up with People? Want to give without feeling the pinch? UWP is a participating non-profit on GoodShop.com. All you need to do is log on to www.goodshop.com, do your holiday shopping through any of their name brand merchants and a percentage of every purchase is paid back to UWP by the merchants themselves. It's that simple! You do the shopping you were going to do anyway and UWP benefits, too. Log on and do your shopping today!

Donate and Make a Difference!



Contact Valerie Brown at vbrown@upwithpeople.org or call 303 460 7100 ext. 113.

ALUMNI LETTER

By Richard Averitt, USA

Cast A 1988

Co-Founder and CEO

A Part of Something Big

If my career were written in music it would likely resemble free-form jazz. Occasionally I have found a riff that sounded sweet for a while, but often I have just scatted about looking for something that captures my attention. I am an entrepreneur at the core and thrive on the creative stress of taking an idea from pure abstract through conception. I like to make things. Sometimes it doesn't matter whether the thing I am making is a fine dinner or an art project or a restaurant or a new business. It is the act of making, the application of fine craft, which I love.

Many of my ideas have not proven to be such great businesses to be in, like the old yachts I once owned in Charleston harbor and rented as overnight accommodations. But there have been enough winners along the way to keep me solvent (just barely at times) and the years of diverse opportunities have been an extraordinary teacher.

What occurs to me as I consider how my time in UWP shaped who I am today and has influenced my business startups along the way, is that my willingness to dive into the unknown, to take a chance and go forward with an open mind and a positive attitude is all about UWP. Like standing on stage the first time to sing or dance or vamp in front of a big audience, like going home to a strange house with people who speak a language you can't understand, like being dumped into a cast with 100 or more youth from every

ethnic, religious and class background you can imagine and having to learn to cooperate and flourish as role models for a new kind of world community. All these things make UWP the original Reality Show, just without the cameras. This is extreme-life, where in close quarters you are forced to learn to communicate, to



Richard Averitt, Cast A 1988

tolerate, to celebrate the great diversity of our world and make it the core asset that you deliver.

I have been a photographer, a real estate agent and developer, and a restaurateur in my checkered career, but in 2001, I finally found my place. Together with my sister I spent six years building an organization called The Well Project (ironically TWP) focused on changing the course of the HIV/AIDS pandemic by concentrating on the treatment, research and education of women affected by this disease globally (www.thewellproject.org). You can read a great article about our globalization strategies here: <http://blogs.cio.com/the-languages-of-business>. Of all of the things I have

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done, this is the thing I am most proud of. This is the moment I realized what had been missing in my business adventures before - purpose.

In 2007, I resigned my executive role in TWP and became a member of the Board of Directors. After all, I am startup guy and I am only useful for the first few years and then I need to get

out of the way so the real work can get done. As I considered what was next for me, one

thing was absolutely certain - I want to do work that has a purpose. I want to do work that makes my life one of significance, work that matters beyond my office and my bank account.

While working in HIV/AIDS, I had traveled extensively to the developing world and to impoverished communities here in the U.S. and I had seen remarkable spirit and tenacity in the face of adversity. Many grass-roots organizations support themselves by tapping into the traditions and cultures of their heritage, by making crafts and food and instruments that represent their people and selling them in local markets to tourists. Sometimes NGOs like us carry the products back to our privileged communities and sell them on their behalf and return the money.

Just about this time, my son entered public school and came home for the first time with a dreaded product fundraising catalog full of plastic trinkets and dust collectors to sell so the school could get a small margin of the sales. It occurred to me that there might be an opportunity to match these two dissimilar but complementary groups, people in need of a market with

Continued on page 5

Continued from page 4

schools and organizations that need to raise money, and create a new kind of company. A company focused on doing good while doing well. What if every product sold in a product fundraiser benefited our world in some way? What if every dollar spent supported our community organizations and important people and causes we believe in? From that question, A Part of Something Big was born.

So what's different about this? A Part of Something Big sources all of our products from Social-Development, Micro-Finance, Fair-Trade, Non-Profit and environmentally-friendly organizations. The big idea is that every prod-



uct you might buy to support your school or organization will also support an important organization or cause in the U.S. and abroad. We believe that the people who make the products and the purpose for which they make them are often as important a part of the value as the finished product itself.

We build educational content around our program designed to national educational standards so we can use the experience of the fundraiser to educate ourselves, our children and our communities about the opportunities we have to impact the world with our buying decisions. Our aim is to be big enough that the major players in fundraising have to take notice and adapt to the new standard we set.

“What if every dollar spent supported our community organizations and important people and causes we believe in?”

In many ways, this business parallels UWP. Start from a place of passion and opportunity. Take advantage of the market opportunity for entertainment to support community service. Use the show as a vehicle to start conversations about issues and people and diversity in our communities around the world. Lastly, lead by example. Walk the walk. As fellow alumni from UWP, I imagine you are all doing this in your own way in your communities and workplaces. Writing this alumni letter has caused me to think about it and appreciate it in a way I hadn't before.

With optimism for our future,
Richard Averitt

Buy Your Up with People Merchandise!

www.upwithpeople.org

Show your UWP spirit with official merchandise. Choose from t-shirts, sweatshirts, travel mugs, bumper stickers and more!



DENVER OFFICE WELCOMES NEW STAFF



Valerie Brown
Development Coordinator

Valerie joins UWP happy to combine her job experience as an event manager and writer/editor with her passion for music and international affairs. During her long association as a singer and percussionist with the vocal ensemble *Planina: Songs of Eastern Europe*, Valerie has planned fundraising galas and major concert events, served as Assistant Director and learned to sing in a score of languages. A Colorado native, Valerie lives in the Denver suburbs with her husband and two sons.



Jennifer Pinnell
Director of Development

Jennifer, Cast D 1982-83, joined UWP in August. Her professional development experience includes positions at Metropolitan State College of Denver, the Wycliffe Foundation/International and the Independence Institute. She has had responsibility for all aspects of development including principle gifts, gift planning, annual campaigns, stewardship and grant writing. Jennifer lives in the Denver metro area with her husband and four children.



Lisa Switzer
Director of Worldwide Admissions

Lisa Switzer brings to UWP over 15 years experience working in private educational settings at both the secondary and post-secondary levels. She has worked as a high school principal and a teacher, and in her most recent position, she served as director of alumni relations and community outreach at the graduate school where she received her masters degree. A native of Pennsylvania, Lisa has lived in Denver for 20 years.

KEN BLANCHARD INSPIRES UWP SUPPORTERS

UWP hosts Power Lunch, a business-oriented fundraising event, in Denver

Ken Blanchard, *New York Times* best-selling author and Founding Associate of The Ken Blanchard Companies, took to the stage to inspire, teach and entertain Up with People supporters on October 8 at the first annual Power Lunch at the Brown Palace Hotel and Spa in Denver, Colorado. Nearly 300 people attended the event, which began with an UWP performance of the song, *Shine the Light*, followed by lunch and Blanchard's presentation. A special thank you to the *Denver Business Journal* for being our presenting sponsor.

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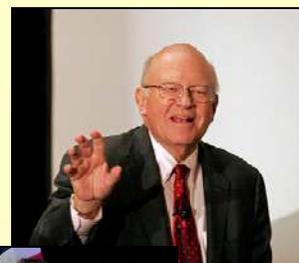
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Ken Blanchard at Power Lunch



Shine the Light



UWP CELEBRITIES MEET CAST B 2008

Herb Allen, the Colwell Brothers and Cast B 2008 provide a magical performance.

Many legendary people from Up with People's history met in Tucson, Arizona in September to share some music and memories and meet with Cast B 2008. Among those in attendance were Blanton and Betty Belk, Hans Magnus, Pieter van Vollenhoven, Anna Carlberg Belfrage and many of the musical founders and directors, including the



The Colwell Brothers and Herb Allen perform with Cast B 2008 in Sahuarita, AZ, USA

Colwell Brothers, Herb Allen, Lynne Morris, Pat Murphy and Ken Ashby.

Cast B 2008 had the opportunity to speak with Blanton and Betty Belk,

who answered questions about the history of UWP and told stories that illustrated the relevance UWP has had in the world. The cast also had a

chance to spend some time with the Colwell Brothers and Herb Allen during their rehearsal for the show in Sahuarita, Arizona. During the nearly sold-out performance, the Colwell Brothers and Herb Allen joined the cast on-stage. They performed a few numbers before singing *What Color is God's Skin* with the cast and closing with an energetic *Up with People*.

Have you moved? Let us know!

Contact Stephanie Wilmer at swilmer@upwithpeople.org. Or call 303 460 7100 ext. 123.



Sponsor Up with People

Give your community an unparalleled week-long program with the international cast, culminating in the Up with People Show.

For more information, contact sponsorship@upwithpeople.org or call 303 460 7100.

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