



Joe has lived a life aimed, consciously and subconsciously, at making sense of life itself. And, moreover, to find a path to help reduce humanity's suffering. His life has been and continues to be quite a journey. It led to the writing of his sixth book, *7 Words That Can Change the World, The Simple Truth and the Death of Sacred Cows*.

In addition to Pennsylvania, Joe has lived in California, Colorado, Louisiana, Oklahoma, New Jersey, Massachusetts, Connecticut, Greece, New Zealand, and Ecuador.

Schools he's attended include Penn State (B.S., Business Logistics), The Institute of Computer Technology (programming), the University of Southern California (architecture), the University of

Colorado (Master of Architecture), Yale Divinity School, and Harvard Divinity School (Master of Divinity) where he studied ethics, global environmental problems, and world religions.

The bulk of his education and insights results from his many rich and diverse experiences.

He's been a military officer, professional athlete (tennis), businessman/entrepreneur, real estate developer/architect, home builder, environmental activist, author of multiple books, twice a candidate for the U.S. Congress, and once a nominee for the U.S. presidency at the Democratic Party National Convention, New York City, 1992.

He was born, middle of three sons, in Bethlehem's WWII housing project, South Terrace, originally intended as "temporary war worker housing." His father was an immigrant blue-collar steel worker. Joe attended Washington elementary school until age seven when his family moved in with his grandparents on Fifth St. on Bethlehem's south side. There, he attended Packer grade school.

He attended Broughal Junior High School for 7th and 8th grades. His family moved to the north side of Bethlehem near Liberty High School. Junior High was completed at Northeast. Then Liberty H.S. and off to Penn State. At the latter, Joe lettered in two varsity sports, tennis and soccer, was his fraternity's president, a member of Druids and Parmi Nous honorary societies, and twice Penn State's racquetball champion.

Two years in the U.S. Army, 1966-1968, as an artillery lieutenant followed Penn State. This took him to Ft. Sill, OK for Forward Observer training, Ft. Dix, NJ where he taught Basic Training to raw recruits, and to a NATO nuclear weapons' detachment in a rural area in northern Greece near Bulgaria.

In 1968, discharged from the Army, after a stop in Athens and London, Joe returned to the U.S. After studying computer programming in New Orleans, LA, in 1969, he landed a job as a programmer with the Bethlehem Steel Corporation. Life beckoned. Instinctively, he did not see spending his life in a corporate environment. He resigned from an attractive position. A difficult decision. This would not be the last time that he would do this to follow his instincts.

He moved to Florida. His participation in a tennis tournament at the Miami Beach Sheraton led to a job interview in the posh Miami Jockey Club with Maurice Parker. Parker, from Pittsburgh, offered Joe the tennis director position at Palm Aire Country Club in Sarasota, FL, December 1970. The next four years were tennis-related including becoming a U.S.P.T.A. certified professional, starting the first summer tennis camp in Sarasota, and launching a line of women's tennis clothing.

By late 1974, it was time to move on from tennis. Joe resigned from his tennis position, sold the clothing company, and headed north to Bethlehem, then west with stops in Pittsburgh, Chicago, Aspen, Lake Tahoe, San Francisco, Seattle, Alaska, and settled in Los Angeles.

There, he studied architecture at the University of Southern California (USC). After a very successful year, he transferred to architectural graduate school at the University of Colorado in Denver. In Denver, Joe reconnected with LHS classmate, attorney Frank Erisman. Joe graduated top in his class, 1979. That same year, he won the Colorado racquetball championship in his age division (he's currently ranked second in Florida in his age division.)

He moved to ski-resort town, Crested Butte. He acquired a landmark downtown bar/restaurant, The Wooden Nickel (www.woodennickelcb.com). He closed, renovated, re-opened, and later sold it profitably.

Joe moved to Los Angeles. From 1980 through 1983, he worked for a very high-end commercial interior design firm, Cannell and Chaffin, as their Senior Facilities Programmer and then Director of Architecture. He studied briefly in UCLA's Executive MBA program. Instinctively, he felt that it was not the right fit.

He had a nagging, growing, and haunting concern about the state of the world, long before most people were thinking about this sort of thing. He decided to leave the field of architecture. He sold his belongings, bought an RV, and headed to Sarasota, FL where, in 1984 and 1985, he wrote his first book, *The Heroes Are Us, A Call to Rescue Our World*. He returned to Bethlehem in the spring of 1985.

A number of people encouraged Joe to run for the U.S. Congress from PA's 15th district. With zero name recognition, not having lived in Bethlehem for many years, he launched a political campaign. Twelve months later, he won the Democratic Party nomination. He did not seek or accept funds from PACs as he believed they were part of the problem. He lost in the General Election of 1986 with 43% of the vote.

In 1987, Joe moved to the South Island of New Zealand to live on Dick Robert's experimental tree farm. Joe lived in a tiny tin house, 9 x 12 feet, 96 square feet. With hand tools, he built all the furniture and turned the tiny hut into an extraordinary refuge. He had no electricity. By candle and kerosene light, he wrote at night and produced his second book, *Russell, Alexandra, and John, A Story of Personal and Planetary Change*.

He returned to Florida in 1988. He was offered the job as Director of Tennis at the prestigious Colony Beach and Tennis resort on Sarasota's Longboat Key. As the result of many changes that he implemented, the resort became the top-ranked tennis resort in the country. Simultaneously, he formed a board of directors and founded a 501(c)(3) nonprofit environmental organization, Pro Earth. Its purpose was to educate the world about the synergistic effects of our diverse, multiple, and growing environmental problems that some today refer to as "force multipliers."

He resigned from his well-paying tennis position to become Executive Director of Pro Earth for no pay. He gave talks about the state of the world. In 1990, he was accepted to study at Yale Divinity School. After a year at Yale, he transferred to Harvard Divinity School where he earned a Master of Divinity at age 50. At Harvard, Joe also studied evolutionary biology, with renowned evolutionary biologist, E.O. Wilson, and cosmology (the origin and structure of the universe).

While at Harvard, he was struck by the fact that our world belief systems are the products of the infancy of our intelligence. All originated long before the Scientific Revolution and the Age of Reason when in the 16th to 18th centuries mathematics, chemistry, physics, astronomy, biology, and anatomy emerged. These disciplines set forth a whole new range of ideas based on reason and the source of authority and legitimacy.

He considered becoming a Unitarian Universalist minister. After a talk he gave at Harvard, the Unitarian Universalist advisor, a minister himself, pulled Joe aside. Very confidentially, he said, "Don't become a minister. What you have to share needs to reach a larger audience."

In Joe's last year at Harvard, he wrote a manuscript entitled *ONE, A Third Millennium Belief System*. He used parts of it for his senior thesis. That resulted in him almost not graduating. But, that's another story.

He tried but was not successful in getting the manuscript published. He rewrote the manuscript and changed the name to *ONE, A Third Millennium Belief System, From a World War II Housing Project to Harvard Divinity School*. Still, he had no success getting it published. He set the manuscript aside.

Joe worked at making a living in various endeavors through the 90s. He rewrote the book. He renamed it *The Simple Truth, A New Understanding of Sacredness*. While living in Sarasota, FL in 2000, a representative of the Natural Law Party, one of the United States so-called "third parties," asked Joe if he would be their nominee from Florida for the U.S. Senate. Reluctantly, Joe agreed. He knew third-party candidates got no exposure. He campaigned on campaign finance reform. He received the most votes of all third-party candidates in Florida.

At the Natural Law Party's annual convention near Washington, D.C., Joe met N.Y. Times best-selling author Neale Donald Walsch, who wrote the *Conversations With God* books. Joe offered and Neale accepted a copy of Joe's book, *The Simple Truth*. A week later, Neale phoned Joe from his Ashland, OR home. Neale said he turned the corner of every other page in Joe's book as he found material he could use in talks he gave around the world.

Neale wanted his publisher, Hampton Roads, to publish Joe's book. Neale said the book is "The Simple Truth," but wanted to change the name to *Seven Words That Can Change the World*. Joe agreed and Hampton Roads published the book. Neale wrote the foreword. The book enjoyed some sales but eventually, Joe took back ownership of the book.

From 2001 through 2003, Joe was the Senior Editor for the Ojai, CA World Business Academy. A 501(c)(3) nonprofit think tank focused on the role business can and should play in solving humanity's largest challenges (<https://worldbusiness.org>).

In 2005, Joe moved to Vilcabamba, Ecuador, a small town at 5,000 feet elevation in the Andes Mountains. He acquired a run-down 663-acre ranch, Hacienda San Joaquin. As the developer/architect, designer, builder, salesman, and manager, he transformed the property into what is reputedly Ecuador's finest real estate development (www.HaciendaSanJoaquin.com). There, he began a foundation to help needy Ecuadorians. Joe also wrote a couple of more books and rewrote his Seven Words book which he renamed, *ONE, For the Third Millennium*.



In Ecuador, Joe met his wife, Susana. They were married in 2009. Their son, Russell, was born on April 22, 2013, appropriately it seems on Earth Day as Joe had been so involved in matters having to do with the fate of humanity on planet Earth. In November 2014, Joe sold the real estate development to a party in Clearwater, FL. He, Susana, and Russell moved to Sarasota, FL. Their second child, Fiorella, was born there on October 12, 2015.

Back in the U.S., Joe revised his book and renamed it *7 Words That Can Change the World, The Simple Truth and the Death of Sacred Cows* (www.7WordsChangeTheWorld.com). Joe's other books are listed on that web site. On Amazon, there are powerful testimonials for Joe's *7 Words* book. John M. Prosser, former Dean, Professor Emeritus, Architecture and Urban Design, University of Colorado, wrote "This is an amazing book...more than extremely timely in a period of unrestrained chaos...an absolutely must read. Astonishing."

Based on his *7 Words* book, Joe gives a talk entitled "Astonish the World, Tell the Simple Truth." Testimonials for this talk are on the book's above-noted website. Ernie Kerr, of South Bend, IN, wrote "This was the clearest presentation of reality that I ever heard. It could form the basis for a new world belief system."

Today, nearly 25% of the population identify themselves as "Nones," i.e., non-religious. To where do these people turn for a belief system? The answers are in Joe's book, one of the better buys on the planet at \$9.95 paperback and \$2.99 Kindle. If you acquire it, please get the latest edition, *7 Words That Can Change the World, The Simple Truth and the Death of Sacred Cows*.