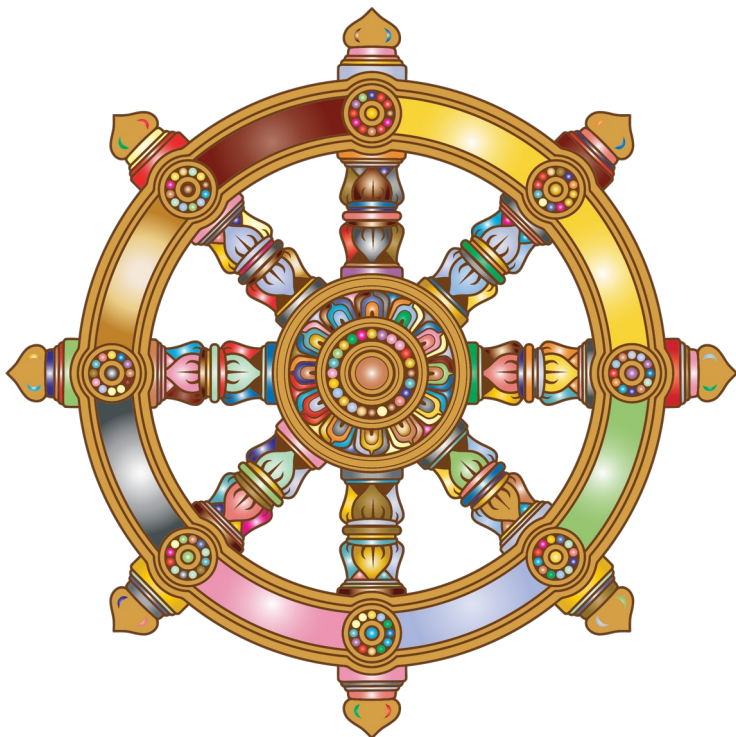


VEGAN INVESTMENTS

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staying vegan**

**Including running a successful vegan
business**



David A. Weseloh, Ph.D.

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I am involved in a monthly plant based meeting and a yearly "Food is Medicine" all day event with four top notched vegan medical doctors from around the USA. One of the young women in our organization is a very dedicated vegan and very important to our meetings. She and one other woman run the monthly meal events for this nonprofit.

She is taking the best four semester Master's program on becoming a licensed dietitian. The entire course cost \$50,000 plus miscellaneous expenses. I have set up a scholarship program to raise the \$50,000. I have already given \$1,525 to get the program started and I intend to donate more. All of the \$9.95 donations for one of my ebooks will go to her scholarship fund program. I am not taking even one cent from the proceeds of my books. Additional donations will help to reach her goal.

Her name is Hilary Cosby, and the donations can be given to Venmo account @Hilary-Cosby

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Acknowledgment

My very good friend, Mateus Mendes, PhD, contributed many ideas for this book.

David A. Weseloh, PhD

Vegan Investments, Revision 2.
Midland, Texas, USA, 18 August 2020

Dedication

This book is dedicated to my best friend, Dr. Mateus Mendes. He has been my friend for over two decades. He has contributed a huge amount of time and money to our vegan cause. He has done so much to promote veganism. I could not ask for a better friend.

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1. Introduction

1.1. Motivation

Here is some background to explain why I am writing this book. My Ph.D. is in human behavior with emphasis on managerial leadership or in other words it is a combination of business and psychology. I love business and my love for it started around the age of five when I started my first small business. I started with selling sodas and sandwiches to construction workers. Between five and twelve, I had a few small businesses.

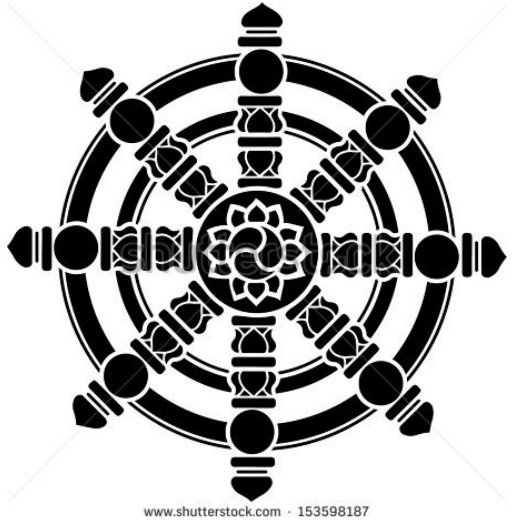


Figure 1

When I was in junior high school, I worked in the cafeteria to earn my lunch. My working in the cafeteria continued through high school. I also worked after school at a restaurant. I grew up in a very poor single mother family after age nine. At 12, I started a printing company with a very small printing press. I built that printing company up to a complete shop with a two ton letter press by the time I completed high school. I ran my printing company after school and on the weekends.

After completing active duty in the U.S. Air Force in 1965, I ran three restaurants over a period of several years. The last one was a vegetarian fast food restaurant in Odessa, Texas. I ran it for ten and a

half months in order to work out the details of creating a vegetarian fast-food restaurant that could be run by one person per shift. I proved that it could work. If a vegetarian restaurant can succeed in Odessa back then, it could succeed almost anywhere since the number of vegetarians in Odessa at that time could probably be counted on one hand. Since that time I have continued developing the concept so that I could set up a vegetarian fast-food restaurant chain.

Then in 1996 I became a vegan and made a decision that will help our vegan movement. My accounting firm (I am a business consultant and an accountant) specialized in business consulting. When I was 55 I considered what I wanted to do with the rest of my life. I was born in 1941 when the life span of an average man was 62 and today the average lifespan of men in the USA is something like 77 years. Since I am vegan I should live a few years longer than that and so far, I have. I decided to sell off my businesses that require active management. I am devoting the few years that I have left to Buddhism, veganism, animal rights, and the environment. I will continue helping with vegan projects including helping those that want to do something to help veganism. I do not even charge vegans that want to do something to promote veganism.

I am putting aside the further development of my vegan fast-food restaurant chain. However, I am not abandoning the idea altogether but instead I have decided to pass on my ideas to my fellow vegans in this book. Vegan restaurants are very important in our movement towards having a predominantly vegan world by 2050. I have practical experience in business from an early age and with my accounting firm where I mainly did business consultation, I have the knowledge and experience to help vegans.

There will be a small charge for this book of \$9.99 or 9.99 euros. None of that money will go to me or VEGAN 2050 which is the publisher. Instead donations should be made to any vegan non-profit organization that a vegan has chosen.

1.2. Book structure

Of course this book started with my motivation to write this book. Then it moves into discussing what a vegan really is. From there I go into subjects that will help any vegan that wants to stay vegan but also wants to make money. Business ethics is covered in chapter three. Chapter four gives motivations for a vegan to go into business. That is followed by giving a plan on how to start a vegan fast food restaurant. Management, forms of ownership, how to avoid the mistakes of a business plan, and marketing are covered. From there I go into ways that a vegan can invest and make money. Real estate, stock market, bonds, leverage, mutual funds, and REIT's are good vehicles to make money and stay vegan. I cover the importance of insurance, living on less than what a vegan earns and becoming debt free. I did not forget to talk about immoral business of which there are many.

2. What is a vegan

The word vegan was first proposed by an Englishman by the name of Donald Watson about 80 years ago to distinguish vegan from vegetarian. Vegetarians are mainly concerned about not eating the flesh of any animal. Vegans are vegetarians but they also add a couple more parts. A vegan also does not consume dairy or eggs which is the health part. The other two parts are the ethical and the environmental.



Figure 2 - Image from <http://www.clipartsuggest.com/images/98/gold-cross-clip-art-free-clipart-best-R5M87m-clipart.jpeg>

Until recently the word vegan was considered a dirty word by most non-vegans. That has changed by most people. We are no longer just hippies, socialists, anti-society people, and anti-business people. We are opening health food stores, vegan restaurants, investing in the stock market, and much more that once were not considered businesses that vegans wanted to be part of.

So what really is a vegan? A vegan is a person that does not eat the flesh of any animal and also does not consume dairy and eggs. If that is all they do then they are considered health vegans. A total vegan is also one that is also concerned with animal welfare and the environment.

There are vegans that are only concerned with animal welfare. They can not accept one sentient being, humans, eating other sentient

beings. They like using phrases like "eating the flesh of animals" rather than "eating meat". It is the flesh of an animal that they are eating and not just some unknown substance called meat. They do not eat eggs and dairy because of the cruelty that both industries implement. Male chicks are killed shortly after birth because they have no economic value. When a hen gets too old to lay eggs they are slaughtered. Cows have a similar life. Males are killed at birth and old females are killed when they stop giving milk. While hens and milk cows are "producing" they are almost always confined into very small cages. That is cruel. That is the reason that they are vegan for animal welfare reasons.

As far as environmental vegans, they are concerned with the environment. Farm animals take far more land and water than does a crop of vegetables and fruits. When cows pass gas they contribute greatly to the pollution of the atmosphere. The runoff of the manure and urine pollutes our water ways. Fortunately, most vegans are the full package which is what Mr. Watson meant the word vegan to mean.

What about a vegan that goes to their families home for Thanksgiving or Christmas and eats a turkey meal? Are they still a vegan? In the technical sense the answer would be no but if they go back to only eating vegan then the answer would be yes but with a little slip up. The same if for some reason they accidentally eat something that is non-vegan. They are still vegan as long as they do not continue with the "accident".

3. Business ethics

Business ethics have been forgotten by most business people. It is now all about the almighty dollar. Most business people will lie, cheat, and deceive to make another dollar. As vegans we should have higher standards. Being a vegan is not just about not eating the flesh of animals, dairy, or eggs. It is also about the environment and compassion for all living beings. That includes the human animal. Christians have a saying "Do unto others as you would have them do unto you". Other religions have similar sayings but they all boil down to ethics in daily life and business.

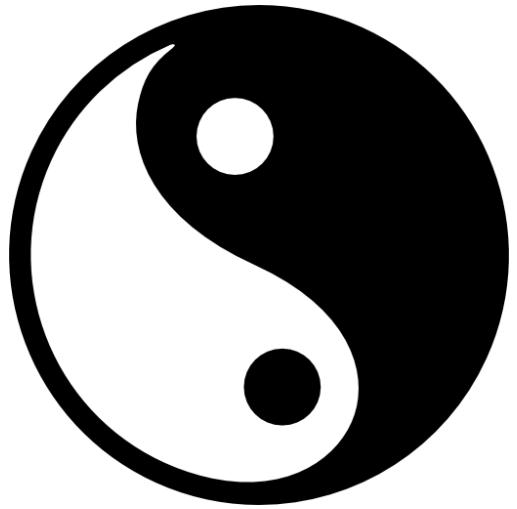


Figure 3 - Image from https://www.freepik.com/free-icon/yin-yang-symbol_770182.htm

Ethics is not just about doing what is right. It goes well beyond that. It includes things like checking out of the check out line at a supermarket and the cashier gives too much money. The ethical thing to do is give back the money that was wrongly given. Keeping the extra money is not the ethical thing to do. The owners of the business may never know what was done but that should not matter. It is just the ethical and moral thing to do. This same philosophy extends to running a business. The way a customer and employees are treated is very important to any business. Treat customers with respect and most

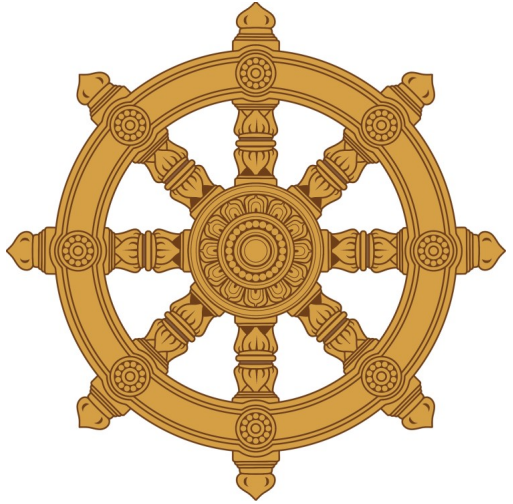
of them will return that respect. That is the same with employees. Respect goes a long way in business.

It should not matter what others think about ethics and morality. What does matter is what employers and employees think about it. If a team is developed with ethics and morality the company will go a long way. A company is not just the owner but rather it is a team.

4. Motivations for a vegan business

Most people go to work for a company primarily for the paycheck. When they start working for the company they are happy. That soon wears off. Soon they are just looking for a paycheck and the time to go home each day plus of course the end of friday. The weekends give them a little time to do what they want. Then comes Monday again and again they get stressed out.

Besides creating psychological problems it also shortens their life and decreases their happiness while they are alive.



If on the other hand they get into a business that they love then a lot of things change. The work day seems to go a lot faster and when they get home they are not dragging. Today the average employee works 40 hours per week and they are not happy. The average person that creates a business works over 60 hours per week and they are generally happy. Time passes a lot faster when they enjoy what they are doing.

Doing something that a person really loves plus when they are doing something for society makes work a pleasure instead of a burden. Which is better, a job that someone hates but it pays well or a job that does not pay a lot but they love it? If anyone prays at the alter of the

almighty dollar they would probably pick the business that they hate. If people live on far less than they make and become debt free, those are a part of the formula to a happy life.

A person does not have to be a millionaire to start a business. They can actually start most businesses for under \$1,000 if they do it right. Start small, put the profits back in the business, and grow. Most businesses can be started on their kitchen table, in their bedroom, in their garage, or even the back seat of their car. That is what I did at the age of 12. I saved up enough money from my little businesses to buy a very small letter press that was just big enough to print businesses cards. I saved all of my profits and with my trade-in, I bought one that could print 5 x 8 inches. I made a connections with a printing supply company where I bought all of my type and supplies. Again I saved money and plowed most of my profits back into my company. One day the printing supply company took that press in on trade for a professional two ton 10 x 15 inch Chatler & Price printing press. I bought it and my step father poured cement on the dirt floor of an old shed that I made into my printing company. I went from store to store picking up business. Like the formula that I developed when I first started, I put the money back into the business. I bought more type cases along with the type to put into them, I built a galley out of scrap lumber, and I even had a small supply of paper on hand to take emergency jobs on where I could get it to them within 24 hours. By the time I graduated from high school I had a complete large printing company. In today's money I had no more than \$1,000 invested but my business was worth somewhere around \$100,000 in today's money when I graduated from high school. I started it with a small amount of money and built it up in just six years.

5. A much needed vegan business

There are several kinds of businesses that a vegan can work in, or own, that are ethical and moral. Here is a look at just one kind of a vegan business. It is a vegan fast food restaurant. I developed one that vegans are welcome to follow or use parts of it.



In the late 1990's I developed a totally new concept for a vegan fast food restaurants and I have test marketed it. It works! To understand what I have

Figure 5 - Image from https://theapprenticeacademy.co.uk/wp-content/uploads/2016/06/islam-symbols_1.png

done, some additional background is needed. In order to solve some of the problems that most restaurants have, I created a formula to provide an option for vegans that would like to start a vegan fast food restaurant. Some of the problems that exist in some, if not all, fast-food restaurants are:

- They are labor-intensive.
- They are not always sanitary.
- Most have little concerns with health.
- They are not energy-efficient.
- A lot of food is wasted.
- Most are not environmentally friendly.

- Restaurants tend to be low-wage businesses with a high turnover.

Here is how I solved all of the problems:

First, the food is low in calories, low in fat, cholesterol-free, and low in price. This appeals to a wider group of people than just vegans.

Second, I did not touch the food, except for the initial preparation work and then only when my hands were thoroughly washed. Most states now require anyone touching food wear vinyl gloves. All food was prepared in such a way that the risk of becoming infected with E. coli or other forms of food poisoning was virtually non-existent.

Third, I chose the right kinds of food so waste was almost eliminated.

Fourth, I did not cook with fats (no oil was dumped in the drains). Other environmentally friendly methods were also implemented.

Fifth, a new energy-efficient building was designed.

Sixth, I had no employees. Every restaurant was designed to be run by its owner. My first two restaurants did not succeed for a few reasons but mainly because of employees. I had a massive amounts of stealing and poor service. Wait people would give deserts and other food to their friends and guests that gave nice tips in the past. Often they would even give them sacks of food to take home with them. The maitre d' would work with the wait person and allow their guest to take the food out the door without paying. Several employees would

sneak food out the back door. I would give a free simple meal per shift to all of my employees. Instead many of them would pile on special food on their plates. Plus they would drink expensive drinks.

If they disliked a guest they might do things like to split in their food and drinks. Of course if I caught them doing something like that I would fire them on the spot. I even had a cook put flesh in my meal. After I ate she bragged to my other employees what she did. The employees are the ones that told me what she did. Of course I fired her. These kind of things unfortunately are not uncommon in the food industry.

Those are not the only problems with employees. Often they do not show up for work without even calling in. They quit without notice. They lie about the restaurant and the employers. The list goes on and one. Employees were the main reason why I created my new concept for owning and running a vegan fast food restaurant. Eliminating employees alone solves many of the problems that other fast-food restaurants face.

My success came when I ran my third restaurant without employees. Here is why: Food costs for a normal restaurant are, on average, about a third of the price of the meal and drink costs about a quarter of the meal price. That leaves a lot of money for profit or to enable the owner to offer meals at lower prices. Of course it can be a little of both. That can give both lower prices to the customers and still give the owner a profit.

Overhead, mainly salaries, eat away profit. Employees in a normal restaurant has to be paid even if no money is coming in. Employees are often paid to sit around and do nothing. They can clean, do prep work, and so on, but there is only so much that they can do if no one

comes in. Theft by employees, poor service, employees not showing up for their shifts, employees bad-mouthing the business (especially after they are fired), large amounts of paperwork and taxes related to being an employer, and more, destroys a large percentage of restaurant businesses. So, when I decided to reinvent the fast-food restaurant business this was my number one consideration other than making it totally vegetarian (and later vegan after I became a vegan).

Here is how I eliminated employees:

First, I redesigned the work area. I made it very logical and designed it around a circle with me in the middle. Even though my first building was not a dome, I still tried to make the work area as close to a circle as possible. In this way everything was within reach. It just takes imagination and some thought. What I used the most was located the closest to where I mainly worked. This arrangement kept me from having to walk all over the restaurant. A circle arrangement is somewhat like having a long work area except this saves time.

The dome building needs to be only about 300 sq ft at a minimum. My suggested circular layout is highly efficient. Shelves are over the work area but not in the way of my being able to work. They did not have cabinet doors which allowed me quick access. Additional storage was in areas beneath the counter. The entrance door combines the door with an effective drive-up window. Space is utilized to the maximum.

Even the restroom is extremely small with only a toilet in it and an extremely small sink used only by the owner. Since the bathroom is used only by the owner, paper towels are not needed but cloth towels are needed. This bathroom setup saves natural resources (paper towels) and utilizes the space more effectively.

A dome building is inexpensive to build and can be moved. If the business ceases to operate or moves location, the building can easily be moved. It can even be moved to the owner's home and used as a storage shed, a workshop, a children's playhouse, or for another purpose. Of course it can be sold. The land requirement is so small that the building can be erected in a space that is unusable for any other kind of business. This means that the land can be purchased or rented at a bargain price. Land can also be rented from a shopping center. Whatever location is chosen it has to have a water connection and a sewer line.

The restaurant has only a drive-through window. There are several reasons for not having tables or sitting areas. Most States require there to be two restrooms if seating is provided. This takes up space and entails a lot of extra clean-up. Restrooms at a restaurant must be kept clean at all times. Not all customers will leave the restroom clean after they use it, so that means an extra person must be hired to take care of it and other clean-ups. If there are public restrooms they must be handicapped-accessible. This takes even more space and necessitates more heating and cooling plus more cleaning. Another advantage of this arrangement is that there is no clean-up of a seating area since there is no seating area. If there was one it would also need to be cleaned by a second person. The restaurant could be placed in a food court in a mall since the renter would not be required to clean up the seating area or to provide rest rooms.

The second thing I did to eliminate employees was to forget the idea of serving a huge variety of dishes. My aim was to serve a few items and do them top notch. I avoided serving food that entails a lot of work to serve other than prep work. It is similar to a school cafeteria where the cafeteria workers would scoop out the food. I set up something similar.

Third, and this is the only thing that I really dislike but I could not think of an alternative that did not necessitate employees. I used Styrofoam containers. They retain heat, or cold, and they eliminated most of the clean up. Thus the only clean up is from the prep work along with the serving pans and utensils.

Fourth, since there are no employees, theft, employee taxes, wages, employees not showing up, poor service, bad employee PR, and more are eliminated.

The only major mistake when I first ran my test vegetarian fast-food restaurant was my choice of food. I am not talking about the fact that it was a vegetarian restaurant. I was a vegetarian back then. The mistake was in what I served. I served burgers, giant bagel pizzas, soft drinks, milk shakes, and a few more items. Everything worked well until I had a rush, and then I had a problem. I could only make the burgers so fast so I got behind. I could have used a second or third person at that time. Since that is not what I wanted to do, I started developing different menus. I created a great vegan sloppy joe but it took some work to make it vegan.

So here is the answer: choose recipes for dishes that will not go bad or change their taste if they are kept hot for several hours. Another possibility is to prepare dishes that can be kept in the refrigerator overnight and still taste right. Many Indian and Chinese recipes will work. If the work is done within the parameters that I mentioned above and use foods that can be served cafeteria-style where the owner dishes out the portions, then that will be a winning combination. All the owner will need to do is to scoop the serving into a Styrofoam container and give it to the customer at the drive-up window. If it was a vegan sloppy joe then half of a bun would be placed in the container, a scoop of the sloppy joe spread over it, and

the other half of the bun placed over it.

If the owner is not sure how much food to prepare, they just need to cook more than they think will be needed and place the surplus in the refrigerator or the freezer. Half an hour before they want to serve it, they need to place the entire tray in the oven and it should be ready to go onto the steam table. I have experimented with this and well chosen dishes will remain fresh tasting for several days. Please note that the nutritional value of the food is not destroyed nor is the taste, if it is only kept in the freezer for a few days. By using this method of not throwing away any of the food, waste is eliminated. I never wasted anything during the ten and a half months that I tested my concept. Of course, if I dropped anything on the floor I would not have saved it. I was very careful never to drop anything. Actually, I can not remember ever dropping anything on the floor.

I received the highest grade (10) in my monthly inspections plus a few surprise inspections from the health department for all ten and a half months of my test. That is something that no-one else in Odessa at that time had ever achieved. The health inspector was very impressed with my restaurant.

When one person runs a restaurant, sanitary conditions become even more important than for most other establishments that serves food since the same person who handles money must also work with food. I have walked out of restaurants when I saw staff handling both money and food without washing their hands in between. Money is one of the dirtiest things in our society. That is why I do not eat the vegan food at some sub shops. I have seen several employees there handle money and food without washing their hands in between. The solution is simple: never touch food while taking money. Serving utensils should be used and no food that requires direct handling should be served. Of

course prep work is different since the restaurant is not open while the prep work is taking place. Even then, hands should be cleaned thoroughly and never just rinsed. Twenty seconds of vigorous scrubbing with hot water and soap is the bare minimum. Gloves are even better and is required by most states. A simple rule is to put the owner in the place of the customer and make sure sanitary conditions are in place. Always aim for the highest score from the health department. In many cities that will give some free publicity. Free publicity is much more valuable than advertising. The only thing better is word of mouth.

If a building is going to be build from scratch then a well-insulated dome building should be considered. The circle makes it much easier to work in the center. Heat and cool it with a heat pump. This allows fresh air as a pleasant side-effect. In addition, the entrance door should be combined with a drive-up window. This helps conserve energy. Keep the drive-up window closed and use a speaker and microphone system instead of opening and closing the window. The window should only be used for handing out the food and accepting money. By only having a drive-up window, and no walk-up window or walk-ins, it also eliminates cleaning up other people's messes. This saves on labor and eliminates the need for carrying trash to the dumpster.

If my plan is followed then a vegan fast food restaurant will succeed without the investment a lot of money and without spending a lot in its operation. Remember that this concept has been test-marketed in one of the least likely to succeed areas of the USA. Odessa is in the middle of cattle and oil country where they love their thick steaks. Even with this bias against vegan food, my restaurant succeeded.

There is one last point which is very important. The vegan fast food restaurant should be advertised as a healthy plant based restaurant and

put the emphasis on health. Non-vegans eat corn, peas, potatoes, cantaloupes, bananas, oranges, apples, and other fruits and vegetables but they do not think of them as vegan. They almost certainly will have no problem with those but then tell them that your restaurant is vegan or plant based and they might think differently. Many times I would serve someone a "healthy burger" and when I asked them what they thought of it, they would say that it was the best burger they had ever tasted. When I told them that it was all vegetarian and made out of soy beans, they would throw it away and cuss me out. So emphasize the fact that the food is low in calories, low in fat, cholesterol-free, and low in price. This will increase the sales and help the restaurant to become successful.

My concept makes failure almost non-existent unless the food is really bad or the plan is not followed. Remember, at first it will be slow but it will build up. So, a person must be ready to have a rough time at first but by sticking with it will insure success in the long run.

A vegan fast food restaurant is not the only vegan business that a vegan can get into. If a vegan health food store is something that would be more interesting to own, it is very easy. Find a small storefront and sell only vegan items. My best friend, Dr. Mateus Mendes and his significant other, Cristina, opened Efeito Verde in one of the bedrooms of his home. Originally he just sold vegan items on the Internet since there was nothing in Portugal for vegans. As time marched on he kept expanding until it grew out of his home. He rented a small warehouse until that also became too small. Then he rented an additional space across the hall. When that also became too small he built a new warehouse in the same city. Now he exports vegan food and other vegan items throughout Europe and Brazil. Now he is looking into expanding by opening an extension of Efeito Verde in another city.

He started small without much money into the project and just look at what he has developed and he owes nothing on the inventory or the building. Where one person has succeeded other can also succeed. He and Cristina are true trend setters for vegans. Dr. Mendes is the main reason that I decided to write this book.

6. The essentials of management

A person does not need to have a Ph.D. like Dr. Mendes or myself to set up a vegan business. Anyone can do it but it does take some knowledge of the essentials of management and a desire to own and succeed with a vegan business. Here are a few things that anyone contemplating starting a vegan business needs to take into consideration.

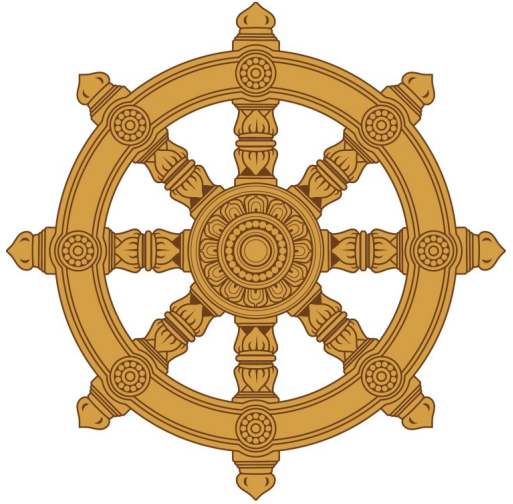


Figure 6

1. They must have a love for what they are getting into. Not everyone should own a business. If entrepreneurship is not something that they really want to do then they should not try it. It will just waste their time and money.

If they think that they can just hire people and let them run the business then they are making a mistake. If they believe that they will be able to take an extended vacation anytime that they want then they are making a mistake. If they believe that they will be able to work only a few hours per day and have the weekends off then they are making a mistake.

On the other hand if they accept that they will be working over 60 hours per week then they have a good chance of succeeding. If they do some research before starting a business they have a good chance of succeeding. If they work for someone in the same field for a reasonable amount of time then they have a good chance of

succeeding.

2. They must be prepared to work long hours. A lot of people that are contemplating getting into a business do not understand that it is not a picnic. It is a lot of hard work. It takes a certain mentality to accept those long hours with very little money at the beginning for the work that they are doing. Later that will probably change but not at the beginning.

3. They must be willing to start by not taking a huge salary or even taking any kind of a salary. Starting a new business is not a get rich venture the day that business is opened. Sacrifice is the key word. Sacrifice now and dividends will come down the road.

4. They need to work for others while they are building up their business. They need the income to live on since from the day they open they will almost surely not have enough to live on. That does not mean that they have to work for someone forever. Eventually they will grow large enough to take a salary from their own company. Some people like Dr. Mendes chose to continue putting his profits back into the business so he could expand faster and provide jobs to others. To get the money to live on he is a professor at a local university. He loves his job. He also loves running his company. That is the way to do it. If one takes all the profits to live on they will always stay a small business.

5. Listen to others like their employees, family, and friends. Listening does not mean that an owner will let others run their business. It just means that others may give input that can help. Listen and brainstorm but the final decision still lies in the hands of the owner.

6. Do not forget brainstorming with the employees. Some of my best ideas have come employees. Remember they are the front line of a company so they see the business in a way that the owner may not.

There are several ways to brainstorm but the one that I like is very simple. Here is a story that a university used in their business department teaching the technique. The professor wanted to give the students a practical exercise so he found something that the students could relate to. The campus had a problem with birds flying over the campus and dropping bowel and urine. Sometime the droppings would land on students. The first part of brainstorming is to have fun. Any idea could be brought up no matter how silly it may sound. No one is to criticize the idea at that point. Laughing and having fun is really what the professor wanted. All ideas were written down. After the ideas are exhausted they go into the second phase.

That phase was to become more serious. They took every idea that was written down and briefly talked about each idea. Again it is not to really criticizing the ideas but rather to eliminate ideas that have no possibility of working. I do not remember all of the ideas that went on to phase three or was eliminated but I do remember two of the ideas that went on. One was to place snakes all around campus since birds are afraid of them. Another one was to play loud sounds of birds being frightened. Of course there were more but these are two that I do remember.

Then comes the third phase. This one exams every idea. As far as the sounds it was determined that it would interrupt the teaching and have negative effects on the students so the idea was eliminate. One by one the other ideas were also eliminated until there was only one left. That idea was the snakes. It was mentioned that it was not needed to let them go free. That would scare too many students so they modified

the idea. They could put the snakes in cages and place them around the campus. Even that idea was eliminated but it was farther modified. One of the students brought up the fact that the birds were not too intelligent so what about using rubber snakes instead. That was the winning idea. They placed rubber snakes all around the campus on window sills, in trees, on benches, and other places. It worked! It eliminated the bird problem. So something that sounded silly at first became the answer to a problem.

Here is an example of where brainstorming worked very well with one of my companies. I sometimes visited my competition in the hotel/motel business. I heard on TV that the Hampton Inn was offering a 100% money back guarantee to anyone the next morning if they did not like their room for any reason. I thought it was a very bad idea so I talked to the general manager of our local Hampton Inn. After a lengthy conversation about that policy and other things, I went back to my motel and discussed it with my manager. We decided to brainstorm. We started with laughing about how guests would take advantage of the policy. Several ideas were brought up in phase one. We went on to phase two where we eliminated several ideas but we kept the ideas of placing a time limit on the guarantee. Then came phase three.

We decided that we could give a five minute 100% money back guarantee. This would give them the time to look over the room to make sure they were happy with the room. Since some people look over a room just to use the bathroom since they do not want to use a service station rest room. That is a problem that motels have and they have solved it in several ways, mainly to escort them to the room so they would not use the bathroom. We worked out our problem by brainstorming that the room would be checked over the next day and if the room was not used then the money would be refunded. We added two other conditions which I can not recall right now but they

were just minor points. The main two points were the five minutes and the refund the next morning. I did not want my employees to go out at night to check a room.

Without going into a lot of detail I will just say that not only did it work but it solved other problems that we had before implementing the new policy. In all the years that we had the policy we only had to refund a few rents. The oddest one was a man that was just discharged from the Army. He did not like the green carpet since it reminded he of his Army service. He got his money back. I might mention that the Hampton Inn eliminated their policy after just a couple of months. Too many people were getting free rooms. My policy continued to work. So brainstorming worked.

7. The owner should never feel that they know everything about their business. They do not! A good accountant can keep the owner from making expensive mistakes. Most are well worth what they are paid.

8. An owner should be willing to start with a small order and if it sells then buy more. Generally the more that is purchased the lower the unit cost will be.

9. Using the Internet and also gorilla warfare are inexpensive ways to build a business. Pass out flyers, put them on cars, and give specials even if those specials only break even. In some cases the owner may even lose a little bit of money on a sale. Often when someone purchases something where a little money is lost it will more than be made up on other purchases that they make at the same time.

10. Even if an owner is having a bad day they should not take it out on their customers or even their employees. Taking it out on others is a

good way to lose business and maybe even employees. Owners and employees should keep a happy face. If they can not do that then there is no reason to go into business. If a person goes in a restaurant and is greeted by a waitperson without a smile that says "what do you want"? It does not make a customer feel good or even wanted. Part of the dining experience is the ambiance of the restaurant and the service. Of course good food matters but it is not number one on most people's list. Service and atmosphere is more important to most people.

11. A person can start a business on a shoestring, plow the profits back into the business so their business can grow faster. If money is taken out while a business is growing, they will always have the same small business that they started with.

12. Visiting other similar businesses to get ideas and develop friendship with managers of other similar businesses is a very good idea.

13. Businesses owners should always be ethical and not try to steal ideas or employees from other businesses. Of course if sometime in the future their employees apply for a job, that is a different story. By shopping other companies for employees that becomes transparent and they will just alienate the potential employees and the owners competition. They might retaliate by coming into the owners store and try to steal their employees.

7. Forms of ownership

1. Sole proprietorship is the most popular form of ownership for small businesses. One person owns the business and has all the benefits of ownership but at the same time it has all of the responsibility of owning the business.



2. Partnership is another form of ownership which is similar to sole ownership except there is more than one owner. They share in decision making and share in profits or losses. A partnership agreement can change a normal agreement

to almost anything that all of the partners agree on as long as they stay within the law and stay within the partnership agreement. When the partnership is put together everyone that becomes a partner must agree on the agreement. After the agreement is signed then it is majority rules unless the partnership states other wise.

Figure 7 - Image from <http://www.clipartbest.com/cliparts/RTA/64k/RTA64kgGc.jpeg>

3. A limited partnership is where a general partner makes all decisions except for the right to sell or to remove the general partner. Limited partners share in profits and losses but have no legal rights to tell the general partner anything about how to run the business. In return for the general partner taking all of the liabilities, he or she receives a management fee as written in the partnership agreement. After the

partnership agreement is signed then a change to the agreement must be agreed by 100% of the limited partners.

4. A corporation is a form of ownership where stockholders have voting rights. The majority wins. Stockholders can not be sued unless it is proved in a court of law that a stockholder did something illegal that harms the corporation. Corporations have double taxation. First, the corporation is taxed. Then the profits are distributed to the stockholders and the stockholders are taxed on their individual tax returns.

5. A sub chapter S corporation is a corporation but instead of the corporation paying taxes the profits or losses are passed on to all stockholders based on their percentage of ownership and they pay their own taxes and thus no double taxation.

6. A limited liability corporation is similar to a sub chapter S corporation. The problem is that the LLC will find it very hard to get a loan unless the stockholders sign on the note as a personal guarantor on the loan. That pretty much negates the value of an LLC. Of course without financing then the LLC has a lot of value. My plan is to stay debt free.

When a person starts a vegan business it is best to form an LLC. The western world has become very litigious. Give a person a chance to find a reason to sue and they will. An LLC gives some protection from these suits especially against the owners personal net worth.

8. The mistake of making a business plan

A business plan is basically a guess as to the future of a company. There is no way that an owner will know what their company will do in the future. That is why I believe that a business plan is a waste of time and money. Instead I believe that an owner can write a history of the business. Then write what is being done now. Following the present the owner should write about their future plans but unlike

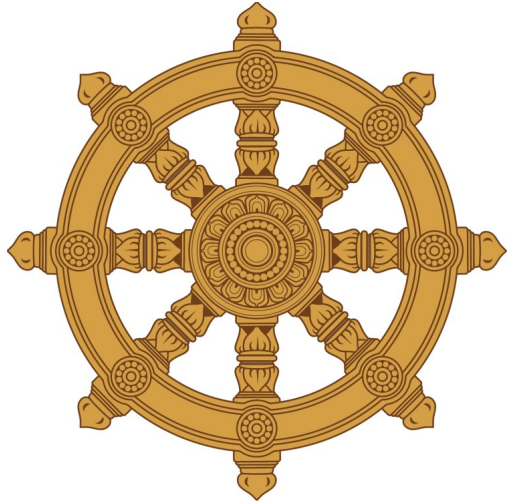


Figure 8

a typical business plan, they should just write what they are planning to do in the future. The owners should just leave out the speculative figures of their future business.

Remember this is not the normal way to write a business plan but I believe that it is the most logical way to give others a good understanding of the past, present, and hopefully the future of a company.

9. Marketing

If a vegan wants to start a business on a shoestring then they should hold off on expensive advertising and commercials. Many new businesses make a huge mistake by borrowing money secured by everything that they own just so they could start big. Without a solid knowledge of business many of them will fail. That is so sad since they lose everything that they own. If they followed my simple plan they should not fail and if for some reason they do have to close their business they will not lose everything.

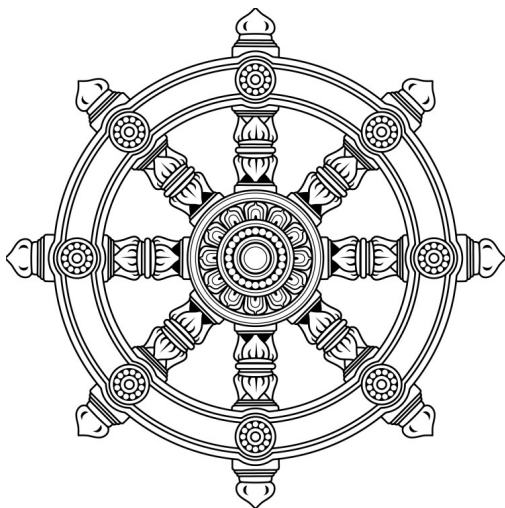


Figure 9

They need to start with gorilla marketing. These are ways to promote a vegan business with very little money. It cost very little to print 500 sheets of an advertisement on a single sheet of paper telling about what their company sells. Getting a free spot on radio, TV, or newspapers costs nothing but it gives the company exposure that they need. Word of mouth is always best. An owner should always treat their customers with respect and the customers will help spread the word.

Using social media to spread the word costs almost nothing but gives very good results. Spending time promoting a business is as valuable as spending time building a business. Both are needed to succeed in business. A business can be started for as little as \$1,000 if it is done

right and without spending money on things that can be held off. If a computer is needed then the owner should not buy a new one with all the bells and whistles. Instead they should go to a thrift shop and purchase a used one for a fraction of what a new one would sell for. That is the same with everything else that is needed. A new computer can come later when the business has built up. Now is the time to save money.

I can guarantee that if a business is started with a million dollar loan there would be a very high chance of failing. The reason is that with that much money a person starts spending without concerning themselves with cost. If a computer is needed they buy the latest and the best. An office chair is needed they buy the best one out there. Soon the loan will become due and they would have spent the money on the wrong things. When the loan can not be paid the business will close. With my plan there would not be any money owed and so the business will almost surely succeed. Being debt free is the way to go.

10. Real Estate

Can real estate be a business for a vegan? The answer is yes. Before I talk about what kind of real estate to stay away from, since they are not vegan, let me talk about what is good. There are so many real estate businesses that a vegan can get into that would be vegan. A vegan can purchase a fixer upper and fix it up. It is a very good way to make money and as long as vegan principals are not forgotten. Vegans should stay away from leather items and silk curtains. They should not listen to the TV programs where they tell how to flip. First of all, they want renovators to purchase marble counter tops, and everything else that is expensive. What does the average home buyers do when they purchase a remodeled home? Most remodel the remodeling. So if they put expensive marble counter tops, they might not like marble so they put in what they like. So renovators waste the money that they set aside to complete the job. The people that teach renovations want the renovators to tear out the old counter tops and put on the expensive marble tops. That adds thousands of dollars. Instead save money and put in Formica counter tops. They are so much less expensive but they still look good. They are less than \$100 instead of thousands of dollars. Save money on drapes, flooring, cabinets, and pretty much everything that you feels needed to be updated.

If you follow their advice that could add up to hundreds of thousands of dollars. By saving money it may decrease the sales price by \$50,000 but it is still better plus it will take less time to make the renovations. Time is money. Let the new owner save money and get the house finished the way they want it. Of course there are some that will like the house the way that you fix it up. Those people will save even more.

One key to make money in real estate is to buy low and sell below market. Trying to do it the other way can be a disaster. By buying high

and trying to sell it high makes it a very hard sale. Also remember that on renovations not everything needs to be renovated. For example, if the shower has small ceramic tiles that should suffice after they are thoroughly cleaned. Yes, larger tiles will look better and get a better sales price but is it worth tearing out the old and replacing it with the new tile? That is something that the owner has to analyze. If the old tile is broken or pink then it might make sense.

Now I will talk about things in real estate that vegans should stay out of. Some things are obvious like liquor stores, pet stores, slaughter houses, puppy mills, houses of ill repute, and the list goes on and on. Even if you will make a lot of money on an unethical business, stay away from it. Unethical businesses do not just effect ones morality. It also effects ones mental health. Here is just one example: A puppy mill makes a lot of money but in order to increase profits the owners will pack as many puppies as possible in small unclean cages. A vegan would see how unethical they are and how they spread diseases. Not only will this causes puppies to suffer but they will effect vegan handlers. Any moral person would be effected.

11. The stock market

Like real estate the stock market has its vegan positives and it also has its negatives. Most stocks are involved in one way or another with non-vegan businesses. A company that gives the appearance of being vegan, just might not be. Some will have non-vegan items added to their product line. For example most candy companies sell milk chocolates which of course has milk added to the chocolate.

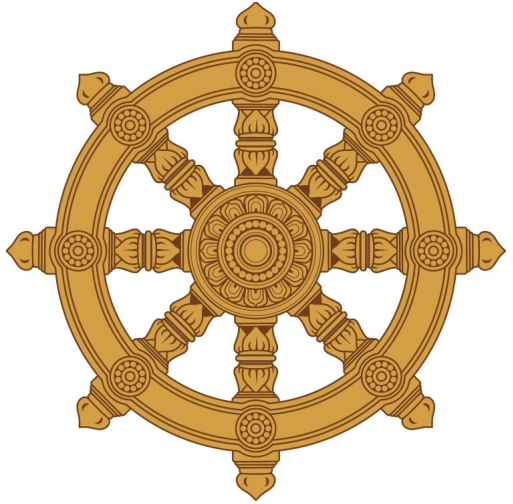


Figure 10

Here is something about the stock market that most people do not know when they purchase shares in a corporation. They are not giving their money to the company that the shares are in. Except for a new issue the rest of the stocks are purchased from others that own the stock. The purchaser still own a very small part of the company that they own stock in but none of that money goes to the company.

It is difficult to know exactly what a company owns. A company that looks like it is an ethical company but later it is found out that they own a slaughter house. Most large corporation have many other businesses and some of those are unethical. Corporations are generally horizontal or vertical. A vertical corporation generally stays in one kind of businesses. If it is a candy company then they own other businesses that makes candy. On the other hand a horizontal

corporation might own a company that sells candy. They may also owns a company that sells tires. They could also own many other companies that has nothing like their core business.

Companies have what is called "book value" which means assets less liabilities". Most people would think that is what the stocks would sell for. No, the stock could sell for much more than book value or it could sell for less than book value. If a company has a book value of \$30 per share and is selling for \$40 per shares and then one day the CEO was caught embellishing a large amount of money, the stock might drop to less than \$20 per share. On the other hand a company might announce a major invention and the stock might increase to \$80 per share. In both cases the book value would still be \$30 per share. In other words it is not what the book value is but rather what people thinks it is worth. I have known people that are real number people and they lose a lot of money on their stocks. On the other hand I knew a woman that knew nothing about business. She would say that she thinks that a stock would go up because she felt that people would bid the stock up. She would buy their stock and sure enough the stock prices would increase. Later she felt that the same stock would decrease and she would short it. Sure enough the stock dropped in value so again she made money. She had a weird ability to always make money where someone that used figures to predict the future, lost money. The stock market can be very volatile. It is very dangerous to only own one stock. If something happens to that one company a stock price could drop drastically. That is where mutual funds comes into play.

12. Mutual Funds

As I said above, the stock market can be very volatile. Mutual funds can decrease most of that volatility by spreading the risk among several stocks. For vegans that could be a wrong move. Why? Because the chance of owning stock that has something non-vegan in their ownership is very high. I was told that there was two mutual funds that only buy vegan stocks. I can not comment of them since I have not invested in either one of them.

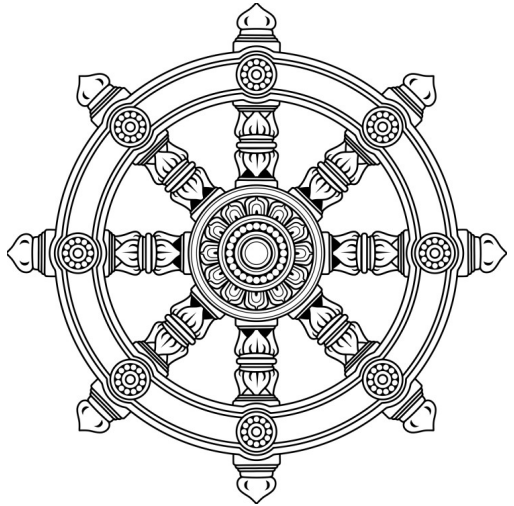


Figure 11

13. REIT's

REIT stands for "Real Estate Investment Trust". Basically it is a mutual fund except they only invest in real estate. This is a good choice for a vegan. Even I invest in an REIT. I made a lot of money in real estate but I am getting too old to manage my own properties. An REIT allows me to still invest in real estate but without me being involved in the management.

The REIT that I am invested in owns ten stocks and one of those stocks is Public Storage. If the stock price goes down in one stock it will probably be offset by an increase in most of the other stocks in the package. After management fees and other fees most REIT's compare favorably to other kinds of mutual funds. Right now most vary from a low of around 6% to a high of over 12% per year.

If an REIT is purchased it can be sold anytime but It should be thought of a long term investment. If a person gets nervous about their shares going down then they should not invest in the stock market, mutual funds or an REIT. All three types of investments can be volatile. A bank savings account will pay less than 2% but it is steady. Any form of a mutual fund will almost surely out preform a bank savings account over time but that is not a guarantee. If an investor wants a guarantee than a bank savings account is the way to go.

14. The bond market

The bond market is very different from the stock market but still has some similarities. A bond is a loan from individuals or actually any place that will loan them money. That could be in a person's 401k or other types of savings. Like a company selling a stock, once the stock is issued then it is up to the people that buy the stock from others then they can sell it for whatever they can get for it. That is the same with a bond. There is a difference between a stock and a bond. A share of stock is part of ownership of that company. A bond is a debt against the company but a bond holder owns no part of the company. Usually when a stock goes down a bond in the same company usually goes up it is the other way around when the stock goes up. A bond has a set price with a set interest rate. The bond could have a face value of \$1,000 per bond. No matter what the bonds are selling for the bond is still worth \$1,000. Even if it is selling for \$1,200, the company will still owe \$1,000. The same if the bonds were selling for \$800, the company will still owe \$1,000. The closer it gets to the due date of the bond, the bond gets closer to \$1,000.

15. Leverage

A lot of money can be made with leverage but a person can also lose a lot of money. Let us look at a home that was purchased for \$300,000 and with 10% down. That is a down payment of \$30,000. Now if the house goes up to \$330,000, that would be a profit of \$30,000. Since you owe \$270,000 you receive \$60,000 or double what you put in. That is not a bad profit.

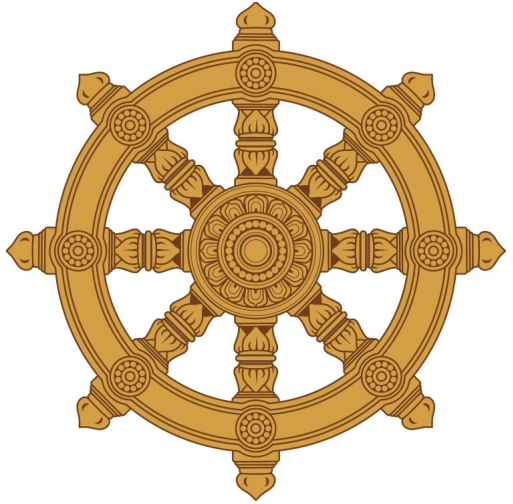


Figure 12:

On the other hand let us say that the house decreases in value to \$270,000. Since you owe that same amount, you are wiped out. So it is a double edged sword. A lot of money can be made with leverage but a lot can be lost.

16. Insurance

Insurance should not be forgotten even if a company is short of money. The United States has become a litigious country. If someone could find a reason to sue, they will. There are so many attorneys that will take a case against a company on contingency. Contingency means that an individual does not pay anything unless the attorney wins the case. At that time the attorney takes whatever the one suing agreed on. That is usually a third or as much as 40%. Only then that will the attorney receive anything if he or she does not win.

On the other hand the company that is being sued will have to find an attorney and pay them out of their pocket unless they have a counter suit and can find an attorney that will fight it on contingency. That is not always simple.

Life insurance policies can be purchased on someones life insurance policy. When they die, the purchaser can collect on the policy. Personally I do not think that it is the vegan thing to do. In effect the purchaser is betting on the death of a fellow human being.

One of the other things about life insurance is the difference between whole life insurance and term insurance. Whole life insurance is a total waste of money.. A small part of the bill is insurance while the main part is a poor investment. Most whole life policies earn less than 2% return on the investment part. The real bad part is if a person dies the estate only receives the face value of the policy. The insurance company keeps the investment part of the policy. Look at a term policy where the policy owner invests the difference. When the policy

owner dies the estate receives the face value of the policy plus the money from the investment. A term policy is far less expensive than a whole life policy. The money that is put in an investment earns far more than the less than 2% plus the estate gets the face value of the policy plus the money from the investment.

17. Live on less than you earn and become debt free

One of the main ways to get rich is to get rich slowly. The best way to do that is two fold. First, is to live on less than a person earns. A person should put aside as much as they can. Ten dollars here and ten dollars there may not seem like a lot but over the years it adds up. This is especially true if instead of just saving it, it is invested. If \$10,000 is left in a bank account for 20 years at the going rate of one quarter of one percent that will grow to \$10,512.66. On the other hand if it was invested in mutual funds and earned an average of 12% per year it would have grown to \$108,925.54. Now if \$41.67 per month was invested at 12% per year over 240 months (equals \$10,000 in 20 years) . It would have grown to \$191,360.19 at the end of 20 years. That is the value of compound interest.

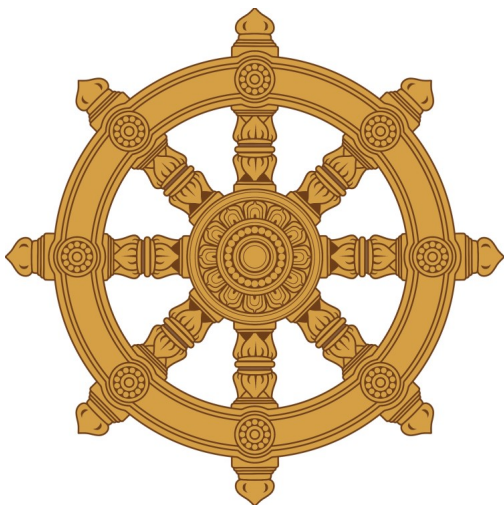
If a person becomes debt free and invests everything that they can they will have a very nice retirement. If the same person is debt free and invests in a company or an REIT then they will almost have even more.

The second part is to become debt free. Instead of buying a new car and owning \$30,000, purchase a \$3,000 used car and pay cash for it. Put the equivalent payments into a savings account. Then after a few month there would be enough money to add to the value of the old car, to purchase a newer used car. Why should anyone buy a new car when they could purchase a two or three year old car for about half the cost?. The owner of the first purchase takes the major depreciation and repairs any found problems. The second owner could buy that car that originally sold for \$30,000 for around \$15,000 and it will only be less than three years old. If you can accept it then purchase a \$3,000 car and drive it. The choice is yours but I do recommend that no one buys a new car unless they are rich and the price does not matter.

More good tips: A person should buy many of the things that they need from a thrift store. Many items will be new or almost new but at less than 50% of the original price. I once bought several new dress shirts that still had the tags on them. They were Van Huseen's that would sell for over \$50 each at a men's store. I bought them for \$1.98 each. So I bought about 10 for about half of what I would have bought just one for. I could write an entire book on how to save money and still get good quality or even better quality for less money.

18. Immoral businesses

There are many immoral businesses that I have already mentioned in this book. Of course we know some of the obvious non-vegan businesses. Slaughter houses are obviously non-vegan. The list is very long like puppy mills, butchers, bartenders, and much more. Several of the non-vegan businesses are mentioned in this book. Vegans should use their heads to analysis which businesses are non-vegan. *Figure 13:*



Then when they decide that

they are not vegan then they should stay away from them even if they are money makers. Business decisions should be made on ethical and vegan values. Immoral or unethical businesses should be kept away from at all cost. So a vegan will grow rich much slower. Sometimes slower is better especially if the other choice will compromises their vegan beliefs.

19. Conclusion

> Money can be made in business while being ethical. We do not have to give up on our principles just so we can make money. Money can be made many ways like what I wrote in the previous chapters. There are ethical ways which I proposed in this book. On the other hand there are unethical ways to make money like running a slaughter house. It is not illegal but it is very unethical and something that a vegan

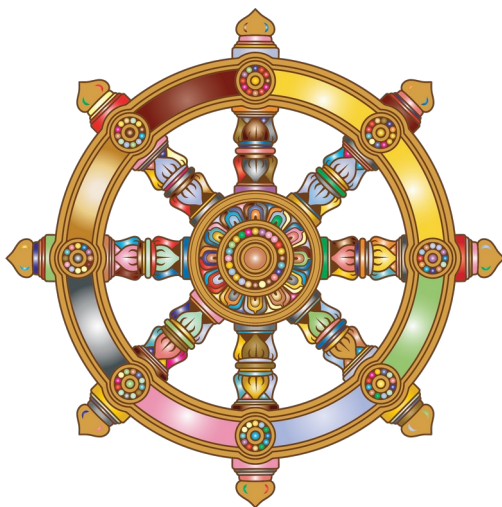


Figure 14:

should stay away from. Then there are businesses that are not only unethical but also illegal. You could make much more money by importing drugs into the USA but the ramifications are enormous. After people are eventually caught, and they will be, will spend years in prison. So vegans should stay away from the illegal businesses along with unethical businesses and stick with the ethical vegan businesses.

> Vegans may not be able to make money as fast but they can make money doing it the vegan way. Money can be made in real estate, opening a vegan business, or letting others do the work like in the stock market, mutual funds, or REiT's, For some people passive investments is the only way to go. For others it is rolling up their sleeves and digging in. Still others it is just taking a job and working for others while putting money aside for retirement. Even doing it that way vegans still need to put their money somewhere and that should not be in the bank where you earn less than 1%. Vegans can make

much more money on good investments. Remember the more the risks the more the potential profits or losses. How money can be made is the investors choice but leave that decision up to them after careful analysis of the various possibilities. Making money does not have to be unethical.

The author's biography



David A. Weseloh, PhD

Dr. Weseloh was born on 24 May 1941 in San Diego, California. When World War II broke out, he moved with his parents to Lincoln, Kansas. His mother divorced and moved back to San Diego when he was nine. From the age of about five he started several small businesses. His first business started with selling sodas and sandwiches to construction workers. When he was twelve, he started a printing company with a very small printing press. He built his printing company up to a complete shop with a two ton press by the time he completed high school.

While still in high school, he joined the US Naval Reserve two days after his seventeenth birthday. His military service was in many countries including Japan, Korea, Thailand, Philippines, Vietnam, Hong Kong, other Asian countries, England, Canada, and Mexico. With a total of 22 years in the military (Navy and Air Force), he retired.

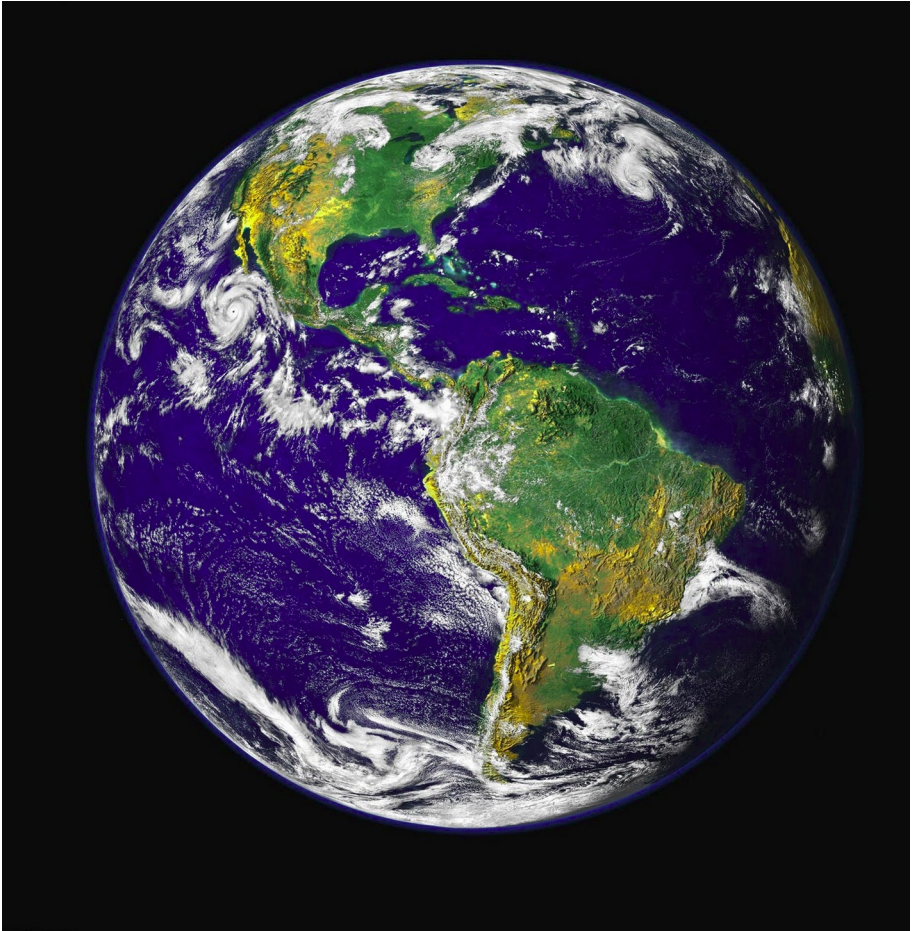
He has six degrees including a Bachelor of Science in Electrical Engineering (electronics), Psychology, Business Administration, Accounting with a minor in Psychology, a Masters of Business Administration (MBA), and a Ph.D. He received his Doctor of Philosophy in Human Behavior with emphasis on Managerial Leadership in 1981.

For many years he taught electronics, business, and accounting. In 1989 he moved to West Texas where he got very involved with the rights of animals.

He became a Buddhist in 1963, a vegetarian in 1967 because of his religion, and a vegan in 1996.

He helped develop VEGAN-Info which later became VEGAN 2050. As part

of that he helped develop VEGAN Mailing List. He wrote many articles for VEGAN 2050, which can be found at www.vegan2050.org. He also invested in Efeito Verde, a vegan distribution center, home based in Portugal and distributes vegan items throughout Europe and Brazil. This is his fourth book of which this is his second vegan book.



Earth from the space. Image from <https://www.pexels.com/photo/sky-earth-galaxy-universe-2422/>