"When an American soldier surrenders his body and his life for his brothers, we all oughta know about it."

– BP ODDO

BOROUGH PRESIDENT'S DIRECT CONNECT SUNDAY

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HEALTH & WELLNESS QUALITY OF LIFE DEVELOPMENT TRANSPORTATION SAFETY JOBS RECREATION EDUCATION TOURISM INFRASTRUCTURE

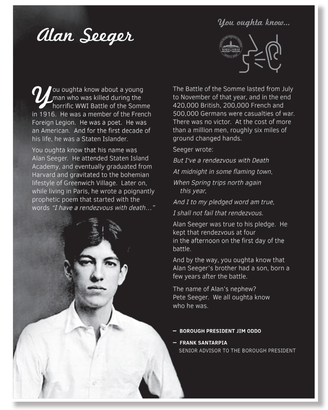
A gogood friend recently recommended a bobook on leadership he thought I might paparticularly enjoy. He was absolutely cocorrect.

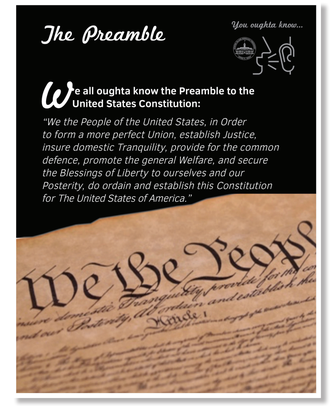
I read – although *consumed* might be a better word – *Extreme Ownership*, written by two unsung American heroes, former Navy SEALs Jocko Willink and Lief Babin. Its singular, simple, yet profound lesson is captured in the title. "Extreme ownership" is a principle that should be embraced not only by everyone in government, but by our society as a whole.

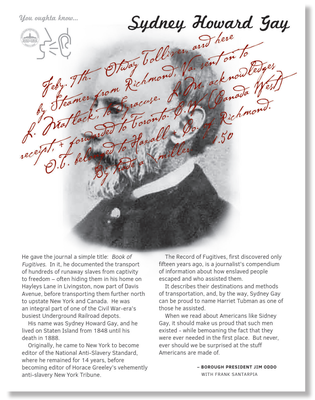
I highly recommend this book. I read of the tragic death of Willink and Babin's fellow SEAL, Mike Monsoor, and I knew in an instant that more people needed to know this man's story. We live in a society that has been Kardashianized; a society in which mind-numbing shows like Access Hollywood supply too many folks with their daily "news" and where "fake news" is a thing. We need to block the schlock that comes at us in a daily, unending stream, and pay more attention to the people and events that can make a real difference in the way we conduct ourselves and lives our lives as individuals – and as a society.

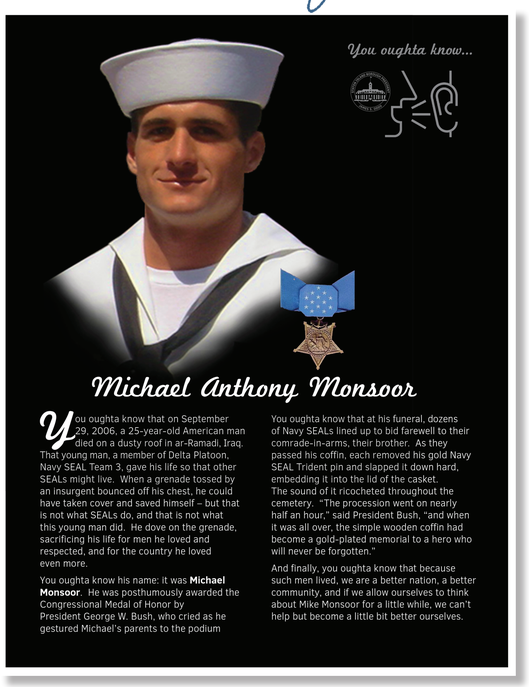
And thus, our new series "You Oughta Know" was born – because when an American soldier surrenders his body and his life for the sake of his brothers, we all oughta know his story.

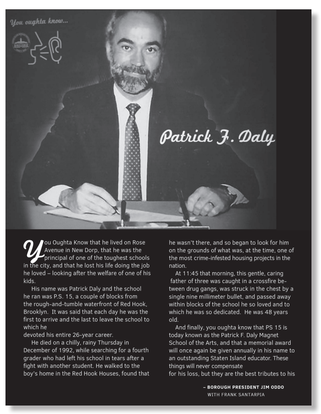
Jim

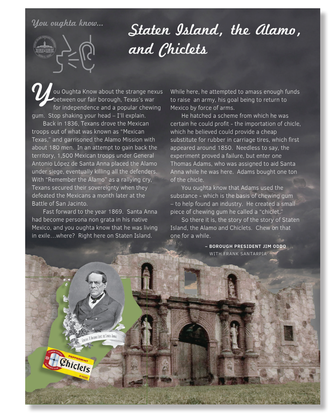


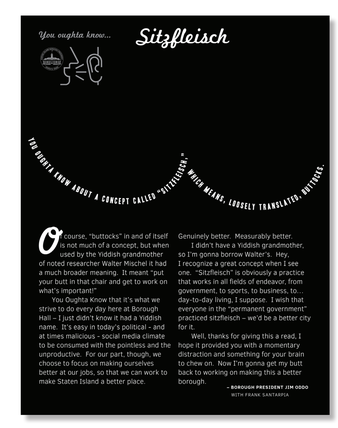












You Oughta Know

FINDING PEOPLE AND EVENTS THAT CAN MAKE A DIFFERENCE IN OUR LIVES