

THE ATLAS SOCIETY

February 2023

Dear Atlas Society Supporter,

Thank you for being a loyal supporter of The Atlas Society. We're so grateful for your generosity that has enabled us to grow our student outreach programs significantly over the past few years. To capitalize on this growth, we're checking off a long-held item on our wishlist and I want you to be the first to know about it! This summer, The Atlas Society will host our first ever Student Conference.



We live in a time when young people are taught that “A is **not** A”—that immutable characteristics trump personal character, that masculinity is toxic, that planet Earth is doomed, that capitalism is exploitation, and that America is deeply flawed and racist. An increasingly “woke” culture has helped fuel bitter political division.

But at root, all the conflict and confusion springs from fundamentally false philosophical premises about the nature of reality, the role of reason, the ethics for living your best life, and the organization of society. That’s why it’s important now more than ever to provide young people with the philosophical bearings to make sense of the world and make the most of their lives in it. The Galt’s Gulch Summit will do just that.

In some ways, this is a return to our roots. The Atlas Society hosted “Summer Seminars” between the years 1990–2016, where up to 290 people would fly in from around the country to enjoy lectures, discussion groups and socializing. Our members often share with us how much those Summer Seminars meant to them, the lifelong friends they made, the spouses they met, and the intense learning that deeply influenced their most important life decisions.

“When I founded our organization in 1990, I wanted to create an opportunity to explore Objectivism at a theoretical level. Nineteen students and scholars attended the first Summer Seminar that year. By 1999, attendance had grown to nearly 300, with people

of all ages and walks of life and with an expanded program including politics and culture, art, and personal applications. The best part was the spirit of open, benevolent discussions that went on long into the after-hours.” – David Kelley, Ph.D., Founder

Many of the thousands of people who attended these Summer Seminars are still deeply involved in our community and have been supporting our work for over 30 years. Some of them went on to be professors who would incorporate Ayn Rand’s principles into their teaching, and a few of those attendees now serve on our board of trustees.

“The Atlas Society is a leader in promoting the Objectivist philosophy of Ayn Rand. They do a great job promoting her teachings through online collaboration and outreach to the part of the younger generation anxious to learn and understand.” – Don Mertz



But while the conferences provided value to committed Objectivists, they weren’t geared towards **introducing new, younger audiences** to the ideas of Ayn Rand, and her moral defense of capitalism. With general awareness of Ayn Rand on the decline, and increasing pressures on young people to conform to “woke” norms, we decided it was time to change gears.

So, seven years ago we did just that: We committed to a strict strategic focus on targeting a youthful audience with the kind of content they find engaging.

Now that The Atlas Society has achieved dominance in the digital and artistic realms—through graphic novels, animated videos, and regular virtual events—it’s time to take a page from our past playbook and revamp the Summer Seminars of old with an event for both students and donors.



This will be the first time in many, many years that we have hosted an event like this—dedicated to teaching and learning in seminars with students. Our scholarly faculty including David Kelley, Ph.D. (founder); Stephen Hicks, Ph.D.; Richard Salsman, Ph.D.; Jason Hill, Ph.D.; Robert Tracinski; and Antonella Marty will offer in-person lectures, training, and mentoring to 50 young people (ages 18–27) and 50 of our supporters.

In the past year alone, we’ve signed up more than 300 students to our monthly student newsletter—largely from the 11 partner organization events where we exhibit and interact with young people directly. We’ve hosted 24 webinars with Stephen Hicks and Richard

Salsman (with over 400 total attendees between the two), and attracted over 13,000 listeners to our Morals & Markets podcast and Atlas Intellectuals videos.

We've gained valuable feedback from these interactions with Generation Z; and what we've learned, unequivocally, is that young people hunger for *in-person experiences* that equip them to think more critically and take more effective action to fight back against the ideologies of resentment, victimhood, and envy that engulf them.

"The more I got involved with the programs that were offered ranging from book clubs to intellectual discussions, the more I was convinced that the ideas being promoted by the Atlas Society aligned directly with my vision of life and of reality." – Asheesh Banga

Liberty-minded students feel browbeaten by activist students and professors pushing "woke" collectivist ideologies. And while they know something just isn't right, they feel ill-equipped to fight back. They desperately want the intellectual and philosophical tools to defend themselves and the values they hold dear.

To help them, our scholars are busy curating the lectures and discussion groups that will elevate student attendees' minds. Our staff is preparing an *experience* they'll remember for a lifetime.

While other student organizations host conferences focused on political activism, issue-specific education, or big-name speakers, politicians, and cable news personalities, the Galt's Gulch Summit will carve out a different, more deeply needed niche: engaging students with the revolutionary ideas of Ayn Rand, in order to prepare them for a life of rationality, egoism, productivity, achievement and freedom.

Whether these students are relatively new to Ayn Rand or already well-versed in Objectivism, they will have much to gain from hands-on, in-person learning from our stellar faculty, who have decades of experience teaching at the university level and a benevolent approach to mediating diverse points of view.

There are two ways you can support this event: 1) You can *attend* the event by purchasing a ticket, or 2) You can donate a 100% tax-deductible gift that will go directly toward making this event possible and affordable for young people to attend.

The weekend will look something like this ... On Thursday, July 27th, you arrive in the energetic city of Nashville, Tennessee, and make your way to "The Gulch" (yes, that's actually its name!)—the midtown neighborhood where you'll be greeted by Atlas Society staff at the Marriott Nashville Vanderbilt hotel.

"The Atlas Society, with its strong intellectual and mass appeal and artistic talents, is highly effective at spreading the word about Ayn Rand's philosophy. Their books, videos, fireside chats and social media presence are appealing to thousands of young adults who would otherwise never learn about Ayn Rand and Objectivism." – Fiona Miller

You'll head to your room and get ready for the evening reception to kick off the weekend and enjoy cocktails and hors d'oeuvres with our team, fellow supporters, and students. Then on Friday and Saturday from morning until the afternoon your day is jam-packed with lectures and discussions

with all of our scholars. We'll have breaks scattered throughout the day for replenishing and socializing—as well as fun activities such as a happy hour, game night and special movie screening! On Friday night, all attendees will come together for an intimate dinner reception with an exciting keynote speaker.

This Galt's Gulch Summit will serve as an opportunity for members of The Atlas Society to spend quality time with our faculty and students—while equipping young people with the philosophical ammunition needed to combat collectivism and irrationality on their campuses, at work, and among their peers.



We are asking you to support this event with a sponsorship or a contribution of any size to help us host this inaugural conference. We need YOUR help to take this important step in expanding our educational programming for young people. Donations to support this event will offset the costs of students' attendance: travel subsidies, hotels, and meals throughout the weekend as well as the costs of the educational materials like our pocket guides and graphic novels that each attendee will get to take home and share with others.

Your early support of this event will go a long way toward ensuring we can create a top notch experience for these students, some of whom will be taking a deep dive into Ayn Rand's ideas for the first time!

Our esteemed academic faculty of seasoned philosophers, economists, professors and authors are uniquely positioned to engage new audiences with the foundational ideas of Objectivism in an atmosphere that is warm, encouraging, benevolent, and fun!

If you'd like to attend the event, we ask that you purchase your ticket as soon as possible as space is limited to approximately 50 donor attendees. If you don't plan to attend but would still like to provide financial support, you can donate a tax-deductible gift of any amount.

With your support, we will be able to provide high-quality video recordings that can be shared afterwards with donors and posted on our website and social media platforms to maximize the educational impact of the material so thoughtfully curated by our scholars. This is only one of the ways your support will assist us in hosting a truly impactful, flagship conference!

As always, your generosity is greatly appreciated! It's donors like you who keep the wheels turning and make possible all that we do each day at The Atlas Society to promote reason and freedom. Thank you.

I hope to see you this summer in Nashville!

Sincerely,
Abbie Berringer
Student Programs Manager

P.S. If there is a young person in your life (a child, grandchild, or friend) whom you are interested in specifically sponsoring, please let me know by sending me an email at abbie@atlassociety.org.