Your Organization's Next Program: You Can't Have Your Bread and Loaf Too

Don P. Diffine Ph.D.
Harding University, ddiffine@harding.edu

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The Icing on the Cake

"Dr. Diffine's presentation was right on target and did the job we wanted done, to send the meeting attendees home with a smile on their faces. He had just the right mix of humor and message. Dr. Diffine made me look very good."

—Thomas R. Cherrette, Vice President Missouri Credit Union League

"Well, what can I say? Our Chamber of Commerce Banquet was a 'smashing success.' Much of the credit goes to Dr. Diffine for the superb job he did as our guest speaker. Everyone thought that he was just great. Our upcoming membership drive will be much easier now."

—Paul G. Griffith, Sr., Coordinator Mount Ida Area Chamber of Commerce

"Dr. Diffine delivered speeches two years ago in a row by popular demand. His thought-provoking comments and fast-paced humor surpassed our most wishful expectations...he is a versatile speaker with various settings, audiences, and subjects...

—Jan Pertain
Director of Quality Management Training Arkansas Industrial Development Commission

"Dr. Diffine has a keen insight as to the strengths and weaknesses of our economy and does a very good job of "telling-it-like-it-is" with a perfect touch of humor. He helped us laugh, as we considered one of the most important and serious subjects of our lives."

—Larry Krocher
Chairman, Banking Management Seminar Arkansas Bankers Association

"Wouldn't it have been great if we had an economics professor like Don Diffine when we were in school?"

—Ms. Betty LaGrone, Administrator/Manager Russellville Chamber of Commerce

"Dr. Diffine has a unique ability to explain serious subjects in a humorous, entertaining manner."

—Glen Black, President Arkansas Retail Merchants Association

More Low Cholesterol Food For Thought Which You Can Relish

With D. P. Diffine
as Your After-Dinner Speaker

Education: School dropouts don't realize they'll need a sheepskin to keep the wolf from the door.

Entitlements: Don't go around saying the world owes you a living. It owes you nothing; it was here first.

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Equal rights: How come, if we have equal rights, that diamonds are a girl's best friend—but a man's best friend is a dog?

Inflation: Because of inflation, people you wouldn't give 2 cents for are now 3 for a quarter.

Integrity: Half the lies people tell are not true...it has gotten so that verbal contracts are not worth the paper they are written on.

Marriage: The key to success here is to never go to bed angry...one night we stayed up for 3 days.

Money: My money doesn't talk anymore; it just goes without saying...Some people talk to their pets or their plants. I talk to my money. I say, "Leaving so soon?"

Parenting: Moms and dads, average yourself—too long enough to be a problem to your children.

Politics: "Poi" means many—and "bics" are bloodsuckers.

Recession: It's not that recessions are bad; it's just that they hit at a time when a lot of people are out of work...Recessions should always be postponed until times are better.

Stock Market: Had all my money doors—got 'wiped out' before I could turn around.

Success: Work just half a day—and don't care which 12 hours it is.

Taxes: If you wonder what your tax bracket is—look up the word "bracker" in the dictionary. It's an object that taxes.

Teenagers: Take a child going through the "terrible twos," multiply by 8, and add in a driver's license.

Thanksgiving: The elections and Thanksgiving come so close together, people get confused, vote for turkeys and stuff the ballot boxes.

Yesteryear: Back in cavern days, every woman had a fur coat, every man a private club, and backyard barbecues were truly mammoth.
Dr. Don Diffine is a frequent speaker around the country for conventions, trade associations, chambers of commerce, management clubs, awards banquets, and commencements. His typical speech topics are "You Can't Have Your Bread and Loaf, Too," "The Peaks and Valiums Of Our Lives," "Money Can Make You Rich," "Very Small Business Opportuni ties," "How to Try to Be Successful Without Really Succeeding," and "As Goes America, So Goes the Country."

Seriously, Dr. Diffine has also provided Congressional testimony on business problems, economic impact statements, and inflation-recession dilemmas. He is widely known for his "Economics Without the Voodoo" seminars in which he plays "TWENTY QUIZ BOWLS" with audiences, providing fast-moving, well-documented, optimistic answers to the questions, "Where Are We?" "How Did We Get Here?" "Where Are We Going?"

Dr. Diffine is Professor of Economics at Harding University in Searcy, Arkansas, Director of the Belden Center for Private Enterprise Education, and Senior Research Associate of the American Studies Institute. He has also sponsored Economics Teams that won six national championships in Students in Free Enter prise intercollegiate competitions. He has served as an Adjunct Instructor for Pepperdine University, Arkansas State University, Webster University, and the Mid South School of Business.

Listed in the Heritage Foundation's GUIDE TO PUBLIC POLICY EXPERTS, Dr. Diffine is the author of a 200-page FACTS BOOK FOR BUSINESS AND INDUSTRY and compiler of the AMERICAN INCEN­ TIVE SYSTEM ALMANAC—A DAILY CHRONICLE OF ENTERPRISE. With over 50 articles and monographs in textbooks and periodicals, he has been frequently in the JOURNAL OF PRIVATE ENTERPRISE.

His recent works include HIGH OCTANE—A primer on the Economics of the Energy Crisis, DERAL THE FEDERAL INCOME TAX—A Normative Analysis of America's Economic Policy Debate—GREAT THINGS IN STORE, a ten-chapter booklet on entrepreneurship and THE FLAG-COVERED Banner of Liberty, a patriotic booklet which received the 1990 New Con stellation Award from the National Flag Foundation.

Dr. Diffine is the recipient of the Freedoms Foun dation George Washing ton Honor Medal for his article "All Americans: Economics—Made in the U.S.A." He is the ed itor of THE ENTREPRENEUR, a quarterly journal that has received the Freedom Foundation awards in the category of Non-profit Publications.

The recipient of the $7,500 Freedoms Foundation Leavey Principle Award for Excellence in Private Enterprise Education, Dr. Diffine has received 8 other Freedom Foundation awards in Economic Education, Public Affairs-Advertising, Public Address, and Published Works. He is also the faculty winner of the $1,000 First Place prize in the American Educational League's National Essay contest judged by Nobel Economist Milton Friedman.

In 1986, the First Annual Distinguished Scholar Award was presented to Dr. Diffine in Cleveland, Ohio, by the Association of Private Enterprise Education. A member of the International Platform Association, Dr. Diffine has received the PERSISTENCIES OF THE SOUTH AND OUTSTANDING EDUCATORS OF AMERICA. The Wal-Mart Foundation has designated him as a Free Enterprise Fellow. His ten-chapter booklet about Wal-Mart entitled AMERICA'S PREMIER MERCHANT- DISER is currently in its 5th edition.

Dr. Diffine earned the B.A. degree in Economics from California State University at Long Beach, the M.A. in Economics from St. Mary's University, Texas, and the Ph.D. from the University of Mississippi. He is a former Force Captain, Squadron Commander, Senior Training Officer, and Administrative Officer.

He also co-sponsors a local Big Brother/Big Sibling program. His wife of 28 years is the former Dion Hillman of Kailua, Hawaii. Dion is a math teacher, and the couple has two children who attend Harding University: David (21), a Biochemistry major and Danielle (19), a Business major.