

As Good as a New Gadget

Every year I hope I will get a crystal ball to see the future, but this year the economy is so bad I was sure I might not get anything. The economy is on everyone's mind and the published data sets to either prove or disprove any particular point of view are nearly overwhelming. I read a variety of business magazines each month trying to find a way to see ahead of the curve. *Business Week*, *Newsweek*, *Forbes* and the *Business Journal*, along with *North America Clean Energy* and *Trade & Industry Development* all cross my desk and are viewed with greater or lesser amounts of attention. The only periodical I read cover to cover is the *Nevada County Business News*. The content is good and, hey, these are my neighbors gracing the pages of my favorite magazine. I gave up reading the *Wall Street Journal* many years ago based on the observation that the *Journal* would always find a way of explaining how it would be different next year from whatever it was this year, while never telling me what to do about this year.

Then along comes yet one more journal. This one published by Balint Szent-Miklosy, named *Futurific Leading Indicators*. Mr. Szent-Miklosy has been publishing this magazine for 33 years from his New York offices. From their web site, the following:

"*Futurific Leading Indicators Magazine's* only agenda has been and is, to accurately forecast the future . . . Somebody has to. The magazine is totally independent with no editorial allegiance to any religious, political or commercial interests. *Futurific Leading Indicators Magazine* unspins the news and selects only those items

that show where humanity is heading (good or bad) though the magazine seeks the solutions, not the problems. *Futurific Leading Indicators Magazine* does not blame, entertain or use the media as a way of manipulating the reader. The magazine promotes no preferred outcome; makes no recommendations; they just want to know, and when they are as certain as can be, they share their findings with their readers. *Futurific Leading Indicators Magazine* analyzes the activities of the leading players on the world stage, and as the world changes so do the leading indicators. *Futurific Leading Indicators Magazine* is the futurist for futurists."

So I read the magazine, cover to cover, which is rare for me. Some very interesting sightings along the way. Each "feature" is short, concise and with appropriate references. Want to know how cars may someday behave like schools of fish, or all of the new therapies used in combating aging, including stem cell research, metallic glass for bone surgery or testosterone products? It's all here. There are no photographs, no advertisements, no slick paper, type faces or glitzy art work, just a fact-filled 36-page piece of very unusual work.

I was hoping to get a crystal ball or a couple of new digital gadgets for Christmas, but now I know I'm going to be just as happy with my new subscription to *Futurific Leading Indicators* as with any LED emitting thing-a-mabob that needs a charger. ☺

Please visit the Nevada County Economic Resource Council (ERC) website at www.ncerc.org.

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