



Orientation 2014:

TheTRUSTCard®

v 2.0

We react biologically when facing Uncertainty and/or Threat and/or Danger, (a “U/T/D Moment”). Our reaction, following any U/T/D Moment, neuroscience refers to as The Human Stress Response . We *don't like* how a U/T/D Moment feels ... and we also don't like the *feelings of wanting to run, fight, or hide* ... the automatic, biological elements of that very same Human Stress Response.



All six above are wired into our DNA, making up what we are, and affect WHO we are, depending on how all six have played out in our lives.

To everyone alive in 2014 and before us, to the 16 billion humans who lived and died before any of us here now, the six above have always been unpleasant and interpreted, when occurring, as signs of *things not going well*. The six are the ensemble parts of any Difficulty, (any of the Difficulties) we experience minute to minute, hour to hour, day to day.

A majority of people imagine these six stem from the environment, culture, what others are doing, and “circumstances”. They don’t. They are innate, in our DNA!

To begin with, The Trust Card® equips users to ...
NAVIGATE THE MANY
DIFFICULTIES ALL AROUND
US EVERY DAY, WITHOUT
HAVING TO FIRST WAIT AND
HOPE FOR A CHANGE IN THE
ENVIRONMENT, THE
CULTURE, OTHERS’
BEHAVIOR OR THE
“CIRCUMSTANCES”!.



For over 60 years, “Difficulty” has been lamented by modern America as depressing and a justification for feeling depressed. This lament has cultivated everything from regular cocaine use, heroin, methamphetamine or marijuana use along with engaging in risky sex, exhibitionist infidelity and casual internet hookups. Alert observers are not surprised by the simultaneous runaway explosion of criminal financial profiteering worldwide, side by side with the eruption of negligent homicide posing as healthcare.

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Mismanaging “Difficulties” has gone viral in 2014 America and the world at large.

The Trust Card® has always been purposed to help each user take action to disengage the two biochemical phases of The

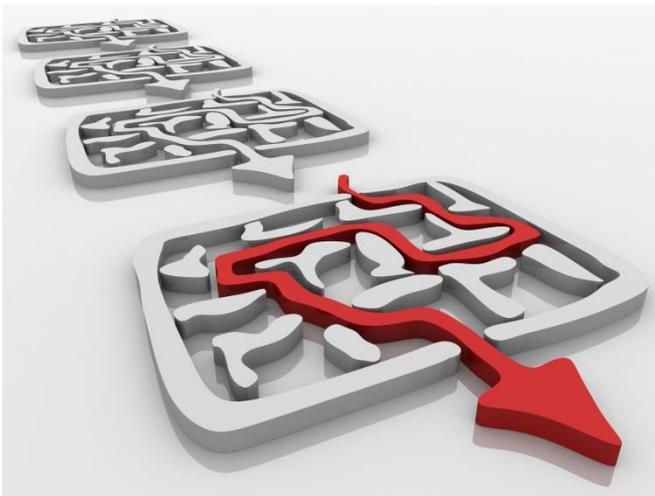
(RUN-FIGHT-HIDE) Human Stress

Response¹. The Card is reported to upgrade the ability to change and adapt to Stress-Producing environments.

The Card helps a person deal with the temptation to give up, feel helpless. A neuroscientist understands these feelings to be **the cumulative effects of cortisol build-up in the brain** due to stress. Cortisol (see footnote 1), according to multiple double-blind studies contributes to the onset and seeming irreversibility of chronic **Depression**. Depression was recently reported to have contributed to the suicide death of actor/comedian Robin Williams in addition to the many reports of its punishing effects on tens of millions of others whose names we will never know, in America alone.

Recently, it occurred to us that perhaps our parents looked at all of this ... life in general ... very differently than we do.

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For one thing, while our parents enjoyed energy-saving and work-saving devices invented prior to their youth and during their lives ... *hard work and effort in the pursuit of objectives ... never otherwise than through many Difficulties, was perhaps THE MOST*

¹ Broadly, these two biochemical phases are ... First, adrenaline injected into the bloodstream creating the familiar agitated nervousness, muscular readiness for physical fight or flight; and Second, the stealthier increase of cortisol in the bloodstream, (a steroid) meant to return brain and body to pre-stress calm, but with the unhappy side effect of shredding the immune system even as it creates long-term negative impact within the brain itself, the more it is repeated.

MORALE-BUILDING ELEMENT in how they saw and lived their lives.

They certainly appreciated when television came along and radio before it. They enjoyed driving cars more than riding on horses or behind them in carriages.

But, they were not obsessed with *everything getting easier all the time* as we are invited to demand of our service and product providers today; all the while modern technology must come cheaper and shine more New-Age-bright to achieve “epic” market relevance.



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Certainly, no one at our firm is turning off our air-conditioners tonight or tomorrow. BUT TO MERELY RELISH THAT CONVENIENCE OR FOR THAT MATTER, ANY NEW “EPIC” HIGH TECH INVENTION OF THE 21ST CENTURY, (without recognizing that technology’s only real value, is making it possible for people to navigate and deal with the complex Difficulties of everyday life), IS CHARACTERISTIC OF WHAT IS WRONG WITH THE WORLD.

A new thought needs to gain traction: *Without Something Bad or Adverse Happening **First**, We Don’t, Won’t and Can’t Evolve.*

How about Individual Evolution within a single lifetime? It is the process of becoming individually stronger. It’s a matter

of being able to take on “the next adversity” and finding a way, whatever that takes, to overcome it.

The world has seen few Tyrant Dictators, (*high-ranking military-might-backed Stressors who wreak havoc on the lives of millions at a time*) more treacherous than 19th century Prussia’s Otto von Bismarck. It is Chancellor Otto we can thank for the first insincere “gift package” of unemployment insurance, welfare, health insurance and old age insurance (known to us today as Social Security) to mask his imperialist murders. His political maneuver in the late 1880’s, achieved their intended effect of misdirecting the “man on the street” in every Western culture into basing his/her politics on “*looking for things to be easier in life (due to the policies of a government)*”. Could the world in your morning newspaper or evening news seem any darker or more torn apart than by the nonstop gut-wrenching, violent disappointment and suffering of people waiting for “help from a government”!



DOES IT NOT SEEM TO YOU, WHEN YOU LOOK OVER YOUR LIFE, THAT THE MORE YOU OR OTHERS OBSESSED OVER THINGS BECOMING EASIER, THE HARDER THEY BECAME?

WE BELIEVE THAT THE TRUST CARD® PROVIDES A GREAT VALUE BY HELPING AN INDIVIDUAL CHANGE THE DIFFICULTIES IN LIFE FROM INTOLERABLE TO TOLERABLE; FROM UNCONTROLLABLE TO CONTROLLABLE.

And we find it more than a little ironic that in the “age of technology”, The TRUST CARD® is an analog and not a digital invention!

Instead of emphasizing that The Card makes things easier as we have always claimed for its purpose, **WHAT THE TRUST CARD® REALLY DOES MORE SIGNIFICANTLY IS MAKE THE DIFFICULTIES OF LIFE NAVIGABLE.** It could be we have been describing it poorly, almost as if it were a “virtual joint or a line of coke” absent the physical drugs themselves, *all arranged neatly for you on a laminated card* instead of in a line of white powder or neatly rolled on your bathroom counter!



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Crucially, it is reported, according to users that the effect of **The Trust Card®** is the exact **opposite of either pharmaceutical or street drugs as to how it affects an individual under stress.** Drugs seek to take the Difficulties out of life by either turning off your brain’s perception of them or its apparatus for dealing with them. Not The Card!

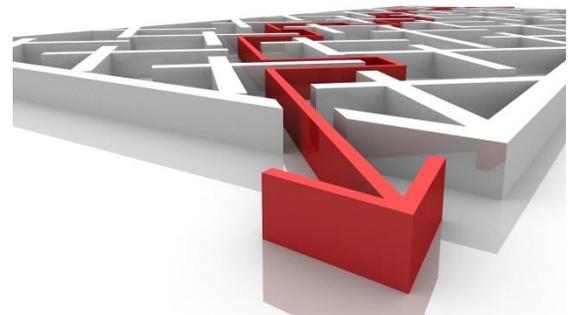
Recently, we brainstormed that perhaps The Trust Card® should be relabeled (instead of with “*Calming Influence*”) with the words “*Determination and Will Power*” at the top on each side of The Card. And then as we got further thinking, we advanced to the notion that The Trust Card® brings “*Trustworthy and Safe Change*”.

And after more thought, we reflected on this: **THINGS GET BETTER IN LIFE ONLY AFTER THEY ARE DIFFICULT AND SOMEONE OVERCOMES THAT.** We then realized this aspect of The Card should be highlighted.

You already know this. You've seen it ... the best in humanity emerges after hurricanes, earthquakes and tornadoes, along with tsunami's, volcanic eruptions and floods. Human Beings rise above, at those times.

And it was Tom Brokaw for years at NBC who, in recent years, as an author reacquainted us with the Generation that *preceded* the Baby Boomers as "The Greatest". It is a proposition hard to disagree with.

Didn't The Greatest Generation suffer the utmost Difficulties during their time, on a global scale? More than any had before? ... The Great Depression, then Hitler, Japan, Mussolini, eventually Stalin ... when more than 50 million people died across the world, navigating the most violent aspects of that set of "Difficulties"?



And whether War was the best or only way to fight the Difficulties, which Nazi Germany and their allies presented, can be debated. Or whether The Trust Card®, had it been in the hands of Leaders managing international geopolitics might have made a difference in preempting Hitler, Mussolini Stalin and Hirohito or not ... it is *beyond debate* that their facing up to these

aggregate Difficulties head-on, as doggedly as they did, captures why so many think of that Generation as the “Greatest!”

In the current era, in which iPhones® and Androids® make it easy for us to talk to each other across distances and time zones, WE ARE BOMBARDED WITH BOTH A SPOKEN AND UNSPOKEN MANTRA THAT WE SHOULD CELEBRATE THE PURSUIT OF “EASE”.



The deeper and more important truth is that the value of iPhones® and Androids® etc., is not how much “ease” each delivers, but how they can help us **WHEN BEST UTILIZED, TO MORE EFFECTIVELY ENGAGE AND OVERCOME REAL DIFFICULTIES!**

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Maybe you disagree? Perhaps you’d take a Devil’s Advocate view about “*engaging Difficulties*” as follows ...

“.... Why not bask in technology-based creature comfort and ease? Life is hard, challenging, tiring, stressful. I, my family, my co-workers, employees, neighbors ... we all need a break, lots of them in fact, considering how crazy life is!”

And if that’s your attitude, we would say *you’re not wrong*. Everyone does need a break from time to time. But an even bigger, more far-reaching truth, we think, is this: to the extent that people run away from the Difficulties of Life, Number One

they *don't* succeed in escaping them; and Number Two, they end up unhappy when their eventual failure to escape becomes itself inescapable.

Humans, like any other species, Evolve only when the environment around us, **FIRST STRONGLY CHALLENGES OUR ABILITY TO SURVIVE.**

Read the biographies of both famous and unknown people, and a standout common denominator appears: **A LIFE WELL-LIVED IS DOMINATED BY THE PURSUIT OF WORTH-NAVIGATING DIFFICULTIES TOWARD DESIRED REWARDS; ACCOMPANIED BY FEWER-AND-FEWER-DOWN-TO-ULTIMATELY-NEAR-ZERO, NEGATIVE EMOTIONS, RESULTING IN THINGS EVENTUALLY MAKING SENSE.** Those who lived well and successfully, *however they may have defined rewards, negativity or good sense*, universally engaged many Difficulties to achieve “their life well-lived”!

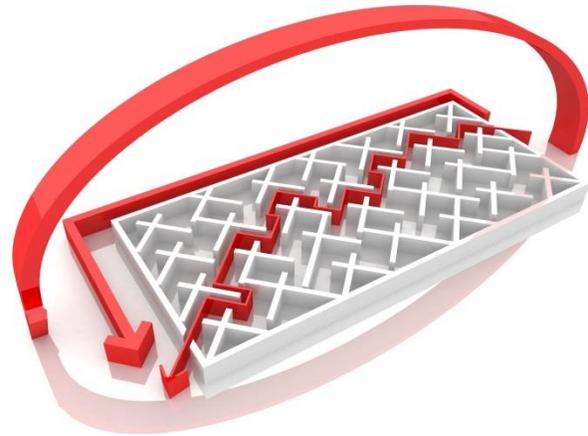
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Consistently, the defining experiences that comprise well-lived lives never start out easy or positive. In 2014, it is often implied that **WE SHOULD BE LOOKING FOR HAPPINESS AS AN IMMEDIATE, PRE-PACKAGED, OR AT MINIMUM, SOON AND EASILY ACQUIRABLE STATE, CONDITION OR CIRCUMSTANCE.**

We are bombarded with invitations ... to hope to “get lucky”; to hope to stumble upon rewards without intervening, diligent, effort and perseverance or to hope to succeed without having to seek out, engage and overcome Difficulties.

At Salvage Trust, LLC we herein and hereby assert that this obsession deserves to be rightfully submitted as a conclusive statement of **WHAT IS MOST WRONG WITH THE WORLD.**



Notwithstanding all the good that technology does, as it is brandished from the various worldwide High Tech Utopias, it seems to want to seduce us to set aside hard work, looking for the next great *social network portal, killer video game, or trending app*, which of course we will all be paying for.

In 2014, *hard work is portrayed very often as something less fortunate people have to do.* Look at the economic crash of 2007-2008, which has persisted despite reports to the contrary for these last 7 years. Those who corruptly gamed the system walked away with uncounted \$\$ billions, even as they destroyed mega-\$\$ trillions, *all of it, the billions and the trillions, belonging to others.* And in those 7 years, hardly a hair on their heads has been touched by the justice system.

No one has to look hard for Difficulties, because there is no shortage around any of us. Difficulties are inherent to the experience of any living organism on the planet. And happiness, only achieved if desired rewards eventually become possible and emerge into view, has to also be true to Reality ... viz., by starting out not so, at the outset of any day, hour or project which eventually rewards any person, family or career for pushing through what pushes back at us!

Homo sapiens arrived in 2014, by Evolving from something extremely simple to something far more complex. Our Biological Evolution was born of meeting, engaging and “testing out” in various environments, how to survive in spite of glaring challenges; challenges which some of our less fortunate contemporaries at each step, did not successfully navigate.

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But what of an individual? A single individual? Is the pattern of an Individual Evolving any different?



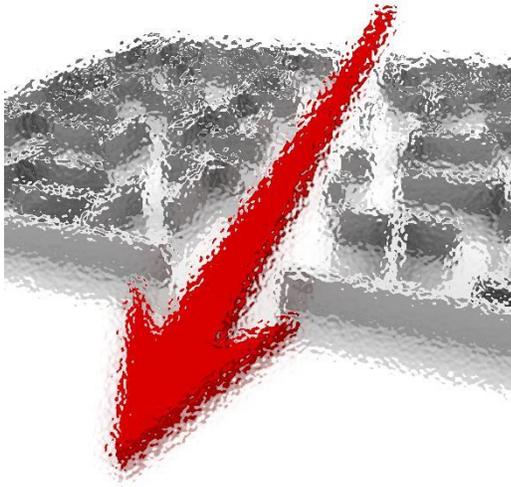
We are saying: *a person should never avoid, and in fact needs to actually approach (advance toward) things that might very well seek to kill him/her off, and rather than running from them, hiding from them or flailing at them as our typical response... Instead, we should, whenever we can see a*

way to succeed, instead engage these Difficulties; and using all of our wits and all of our brains and all of our emotions, to identify rewards we care about, pull them

into view; remove the negative emotions that might accompany their possible loss and persist until things make sense.

Or should we instead be looking for the next app, "cool" search engine, or swearing-to-be-different social network?

PRECISELY WHAT WE SHOULD BE SEEKING IS THE NEXT AVAILABLE REAL-WORLD DIFFICULTY, TO WHICH WE CAN APPLY OUR BRAIN POWER, COGNITIVE AND EMOTIONAL, UNSHACKLED BY A CRIPPLING STRESS RESPONSE!



The pseudo-sciences and quackeries of TV psychobabble and quack psychiatry want us to believe that *if we do not automatically find ourselves in a happy state by 10am each morning, we have a “disorder” which requires their special brand of “fixing”*.

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The irony of this “approach” is that their “fix” usually does no more than inform us that we should never have wanted or expected to be very happy in the first place, that it’s mostly unachievable, and we should primarily concern ourselves with looking for compromises.

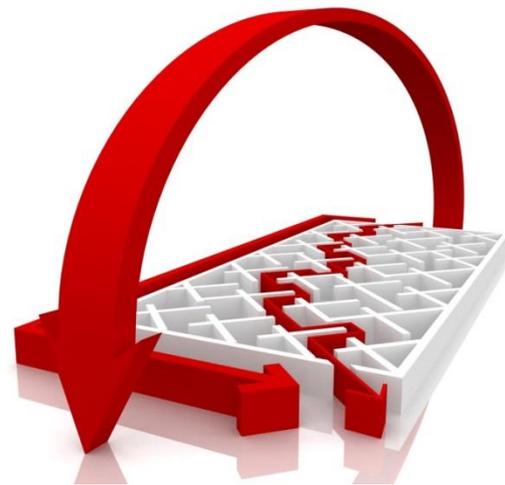
Philosophy, or what passes for it, takes the opposite point of view. It seems to want to tell us that things **WILL BE DIFFICULT ALL THE TIME** and will *never* get better until

“some undefined, hard to recognize, unlikely-to-be-achieved future,” over which we should expect to have no control.

The old traditional philosophies and the new age ones both manage one way or another, to say this, even when only between the lines! It can be hard to decide which feeds more on the other, philosophy or psychology.

Philosophy has been preaching to us all these years to either *escape from our world*, as in the Eastern brand or to *accept its inevitability* in the Western version; and immersion in either eventually creates so much stress on the brains of those exposed, generation upon generation, that it became inevitable that someone would spawn “modern” psychology and psychiatry, as desperate alternatives.

Evolution happens when something *first*, goes wrong for a species or some of its members. When this occurs some die. Others survive. We Speak Of The Survivors As Having Evolved.



The differentiated characteristics of those that survive are passed on to the next generation. But what we can't overstress is that EVOLUTION IS ALWAYS PRECEDED BY SOME KIND OF NOT MINOR AND NOT INSIGNIFICANT DIFFICULTY!

Evolution: the innate, repetitive refinement of form and function is how we got here. *Without something adverse happening*, without some acute or chronic shortfall of resources with which to address demands, there is no Evolution. Which means that without this mechanism, literally “in our DNA”, we would never have emerged as the human race having come all the way from the single-celled amoeba, four billion years ago.

Unlike shiny new cell phones and computers, along with HDTVs and radios and sound systems before them, *living organisms are **not** identical, prepackaged entities.*

We got here by Evolution and that Evolution always meant navigating tremendous Difficulties, yet nevertheless finding a



way to live long enough TO reproduce another human being(s) who lived long enough to reproduce yet another.

When we talk about physical reproduction from one generation to the next, anyone today who’s read even only a bit of Darwin, understands that something inevitably changes in the sequence of reproduction known as Evolution.

Far less considered is that within any life or any part of one, WE HAVE TO KEEP REPRODUCING OURSELVES; we have to keep improving Our Brain Function. Our Brains don’t need to be getting Younger. They need, as they’re advancing

through the years to be getting Better! They get Better when they take on “Difficulties” and overcome them, analogous to how our brains Evolved physically to begin with.

And considering the speed and complexity with which Difficulties surround us and rise to impede us, **The Trust Card®** might just turn out to be the best tool ever invented, so far, for helping us achieve within one life that repeated Evolution.

A very famous, U.S. Air Force pilot, Col. John R. Boyd when alive, taught American pilots, generals and anyone who would listen, an approach to combat flying, life and living that embodied something very similar. **WHAT HIS OBSERVE-ORIENT-DECIDE-ACT “LOOP” LACKED WAS ONLY A FOOLPROOF WAY TO HANDLE STRESS.**

When a species is threatened and/or when members start to die off, there is no doubt that danger lurks somewhere in the vicinity. **THREAT AND DANGER ALWAYS PRECEDE EVOLUTION. AS DOES UNCERTAINTY.**



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We are genetically wired ...i.e., Evolved to express in the wake of that uncertainty, threat or danger, The Human Stress Response ... which makes us want to and actually act to run and/or fight and/or hide. Biologically, it was the best solution in the absence of anything better, but unchecked it can also run us



right off the cliff while we were trying to merely get rid of the “mosquito” that was annoying us.

Today, we have something better ... a better response to Stress, PTSD, Learned Helplessness, etc.

We have **The Trust Card®** and all the research behind it.

TO SURVIVE AND BE HAPPY, MILLIONS OF HOURS OF RESEARCH, SUPPORTED BY LIFE EXPERIENCE, SUGGESTS THAT WE NEED TO LOOK, TIME AFTER TIME AFTER TIME, AGAIN AND AGAIN AND AGAIN, AND THEN AGAIN, FOR THE NEXT DIFFICULTIES WORTH MAKING THE EFFORT TO OVERCOME ... AND OUR BEST FRIEND IN KEEPING US ALERT AND RESILIENT ENOUGH TO KEEP DOING THIS, MAY VERY WELL BE THE TRUST CARD®.

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The Research Department
SalvageTRUST, LLC

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