

ATLAS

ECONOMIC RESEARCH FOUNDATION



2010 YEAR IN REVIEW

ON THE COVER: Graduates of Arhtalaya – School of Economics and Entrepreneurship, a program conducted by Samriddhi, The Prosperity Foundation, a think tank based in Kathmandu, which has received venture grant support and Think Tank MBA Training from Atlas. The program is a five-day residential school where undergraduate and graduate students learn the importance of entrepreneurship in promoting growth and how existing policies affect entrepreneurship and the business environment. Samriddhi has been working on entrepreneurship and policy activism to eliminate barriers to wealth creation in Nepal.



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THE ATLAS MISSION

To discover, develop, and support Intellectual Entrepreneurs worldwide who can advance the Atlas vision of a society of free and responsible individuals.

2010 HIGHLIGHTS

Partnering with Nobel Laureate
Mario Vargas Llosa p. 2-3

Training Think Tank Leaders to be
more Effective Promoting Liberty p. 4-5

Extending the Legacy of Bastiat p. 10-11

Conducting Discovery and Outreach
Work Worldwide..... p 12-13

Pushing Back Against Expanding
Government in the U.S. p. 16-17

Honoring the Winners of
the Templeton Freedom Awards p. 20-23

Paying Tribute to James Buchanan p. 25

Featuring George Will and John Allison
at Flagship Atlas Events..... p. 28-29

Atlas Team p. 30



“ONLY A CRISIS—ACTUAL OR PERCEIVED—PRODUCES REAL CHANGE. WHEN THAT CRISIS OCCURS, THE ACTIONS THAT ARE TAKEN DEPEND ON THE IDEAS THAT ARE LYING AROUND. THAT, I BELIEVE, IS OUR BASIC FUNCTION: TO DEVELOP ALTERNATIVES TO EXISTING POLICIES, TO KEEP THEM ALIVE AND AVAILABLE UNTIL THE POLITICALLY IMPOSSIBLE BECOMES POLITICALLY INEVITABLE.” —MILTON FRIEDMAN

The above quote comes from the late Milton Friedman. Left-wing activist Naomi Klein cynically distorted it to suggest that Friedman engineered crises to produce policy change. The Obama administration cynically adapted the idea (“never let a crisis go to waste”) as cover for imposing unpopular legislation.

But, really, the quote simply reflects common sense. It reminds us that policy battles are fought over the long term. They require patience. Also, they require us to be *ready*, because you never know when an opportunity will emerge to push policy in the direction of greater liberty.

But ready how? Friedman doesn’t say how we ensure our ideas are the ones that are “lying around.”

I believe with all my heart that Atlas has the best answer to this “how” question. Simply: you need people to advance the ideas. You need talented, principled people. And it’s best if these people develop institutions that run like effective businesses, so there is a sustained, long-term effort at moving public policy debates toward free-market solutions.

This was the reason Sir Antony Fisher founded Atlas in 1981, and the world is better off for it. The sustained efforts of Atlas partners have had impacts, large and small, in countries all over the world.

As we head into Atlas’s 30th anniversary year, we will be celebrating these accomplishments. In January 2011, we will publish *Freedom Champions: From the Front Lines in the War of Ideas* —a book featuring 30 stories celebrating liberty, written by 30 Intellectual Entrepreneurs from around the world. You will be inspired by this look back at how think tanks connected to Atlas have overcome challenges, seized opportunities, and made a difference in protecting and expanding freedom.

In the 2010 Year in Review report that you hold in your hands, we showcase the Atlas of today. It’s been a productive and eventful year, and reading about it will leave you more optimistic about tomorrow. The future of liberty truly is bright, and I know we’re making an important difference.

We have revamped our U.S. programs to play a more assertive role in mobilizing think tank partners to confront bad policy and promote sound solutions in areas of energy and monetary policy.



We are capitalizing on the innovative programs we brought to Atlas last year to spread the ideas of liberty in Russian, Chinese, Arabic, Portuguese, and several other languages. These programs are discovering and helping advocates of classical liberal ideas in parts of the world where our ideas are poorly understood. We’re making a difference in Africa, the Middle East, Asia, Latin America and beyond.

We have enhanced our training programs and core advisory services, and we’re leveraging the expertise of our more experienced independent partners in Eastern Europe and Latin America by helping them launch Free Enterprise Training Centers.

We have added some talented individuals to the Atlas team during the past year; they are bringing new energy and fresh ideas to our work, which remains guided by long-time Atlas colleagues Alex Chafuen and Leonard Liggio, as well as Tom Palmer who joined Atlas in 2009. And of course, we are fortunate to have very enthusiastic, committed, talented younger staff members that are powering our daily work. Their passion for liberty inspires us every day.

Thank you for your support of the Atlas mission. We are living through critical times, and with your help, Atlas will make a difference for the future of liberty. Your support inspires us to work harder and smarter every day.

Brad

Bradley A. Lips
Chief Executive Officer

NOBEL PRIZE WINNER, MARIO VARGAS LLOSA, PROMOTES LIBERTY WITH ATLAS

Mario Vargas Llosa, the 2010 Nobel laureate for Literature and one of the world's most effective champions of individual liberty, joined Atlas this year to promote the principles of the free society worldwide. As a Templeton Leadership Fellow, Vargas Llosa, will serve as a "public ambassador" to enhance the profile of think tanks in the Atlas network, especially those recognized within the Templeton Freedom Awards.

The Peruvian novelist and political activist is one of the greatest living writers and strongest advocates for free markets, rule of law, and limited government. Mario Vargas Llosa has devoted his life to fighting authoritarianism in *all* its forms. While he was an early admirer of the Cuban revolution, he turned his back on his Marxist schooling and became a staunch critic of dictatorships and a solid defender of liberal democracy. He became the leader of Movimiento Libertad and ran for president of Peru in 1990 on a platform of privatization, economic austerity, free trade and property rights.

Over the past two decades, Vargas Llosa has only increased his involvement in the struggle for liberty, founding a think tank and lending his talents to the programs of several others. Atlas's president has commented, "He has captivated audiences with his masterful pen, and has ignited the flame of liberty in countless hearts and souls. It is a privilege to welcome Mario Vargas Llosa to the Atlas family."

For 30 years, Atlas has cultivated a large network of freedom champions in Latin America. Partnering with Vargas Llosa will

complement these ongoing efforts in the region, where two models for governing find themselves in competition: the Venezuelan and the Chilean.

The Venezuelan model of Hugo Chavez appears to be disintegrating, as Vargas Llosa and other critics predicted it would.

The Chilean model offers a useful contrast. In 2010, Chile elected as President, Sebastian Piñera, who has staffed his administration with veterans of think tanks such as Instituto Libertad y Desarrollo (LyD). The LyD itself was founded by Hernán Büchi, along with others involved in the free-market reform of the 1980's that put Chile on the path to prosperity. In 2010, as LyD celebrated its 20th anniversary, Atlas published an English edition of Büchi's book *The Economic Transformation of Chile*, a detailed account of how Chile implemented economic reforms that have made its economy the envy of South America.

Büchi's book is a wonderful guide for countries looking for a model to emulate. Chile's resilience after the earthquake in May and its success in rescuing trapped miners in October put it on the world stage during the past year.

With the help of its Templeton Leadership Fellow, Mario Vargas Llosa, Atlas is determined to lead more policy-makers to embrace the market-oriented policies that have proven successful in Chile, and that serve as a powerful antidote to the destructive demagoguery of Chavez and other would-be dictators.



MARIO VARGAS LLOSA: A NOBEL FOR THE PEN OF LIBERTY

By Alex Chafuen

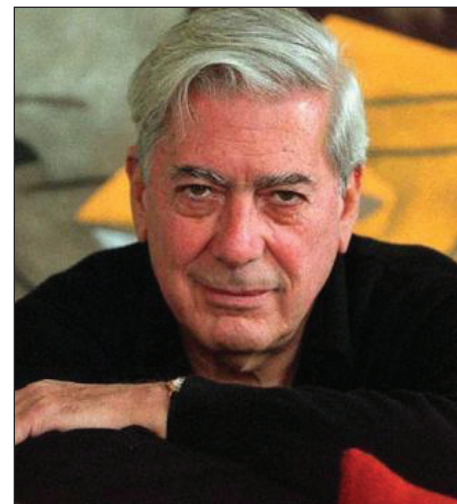
Many articles have been written about why Mario Vargas Llosa received his well deserved Nobel Prize in Literature. What follows will perhaps explain why he got it so late. Hopefully, it will also provide some hints about why this award can contribute so much to create a new positive language and attitude toward economic liberty.

I can think of no other public intellectual with similar world stature as Mario Vargas Llosa who has devoted so much time helping grow the audience and appeal of the economic freedom message. Since the early 1980's he became aware that the main barriers to economic and personal flourishing were imposed locally and not by foreign imperial powers. One of his first articles touching upon economics was a lengthy piece in *The New York Times* Sunday magazine, reflecting on the book *The Other Path*, written by Hernando de Soto, in collaboration with Enrique Ghersi and Mario Ghibellini. Vargas Llosa's outstanding essay was a masterpiece and served as introduction to that policy best-seller.

Partly in reaction to the interventionist policies of a very different President Alan García, in 1987 Vargas Llosa created a political movement, the Movimiento Libertad. He parted ways with De Soto, and despite a good electoral showing, he lost the final election to Alberto Fujimori. Vargas Llosa, however, did not part ways or lose his love for freedom, both in the political and economic realm. This outstanding writer began supporting, with his actions and presence, the work of students and advocates of liberty.

He founded the Fundación Internacional para la Libertad (FIL), in 2002, which at-

tracted to his board many leading think tank and public policy leaders. One of FIL's founding board members, Cristian Larroulet, from Chile, directed the Libertad y Desarrollo think tank for two decades before becoming the current chief of staff of President Sebastián Piñera. Another, Gerardo Bongiovanni, the energetic think tank leader from Rosario, Argentina, is the most active member of FIL



and the Intellectual Entrepreneur who has been closer to Mario Vargas Llosa during this last decade.

Each year, FIL organizes and lends its support to important events in Spain and the Americas. The most memorable took place last year in Caracas. After a brief detention at the airport, Vargas Llosa defied the government and continued with his educational speeches. President Chávez spent two entire days in his propaganda TV show attacking the FIL conference. Chávez challenged Vargas Llosa to a debate, only to pull out once the offer was accepted. I will never forget Vargas Llosa's

strategic behavior during that episode. He assembled our team, he listened carefully, and helped write a chapter of the struggle for liberty in Venezuela that none of us will ever forget.

During most of the last century, and until today, the message of liberty, and those who championed it politically, has been increasingly made by economists. In previous centuries, moral philosophers like Adam Smith, or well-rounded intellectuals and political philosophers, such as Juan Bautista Alberdi, had messages that appealed to sentiments, culture, art, and liberation. The human person of those liberals, like the human person in Vargas Llosa's novels, is a much more real being than the adult rational maximizers who are the subject of most economic analysis. The promotion of liberty in the economic and political arenas will get a boost from the increased exposure given to Vargas Llosa, a master in many languages.

With more freedom champions like him, it should be easier to solve the puzzle he presented at several of his conferences: "We know what creates wealth and what political and economic orders lead to more prosperous and just societies," but we still do not know how to tell the story of liberty in such compelling terms that would lead to building the necessary institutions and rule of law which serve as framework for a free enterprise system. This Nobel gives lovers of liberty a wonderful opportunity to refresh their language and better contribute to the noblest aspiration of the human heart.

This article was originally published in the Buenos Aires Herald in Argentina.



ATLAS TRAINS CURRENT AND FUTURE THINK TANK LEADERS TO BE MORE EFFECTIVE IN SPREADING THE IDEAS OF LIBERTY.

ATLAS MANAGEMENT TRAINING

ATLAS THINK TANK MBA

Attracting applicants from around the globe, Atlas’s Think Tank MBA (TTMBA) training program is a selective, intense, two-week training opportunity for think tank leaders who aim to take their institutes to the next level. The TTMBA’s curriculum covers fundraising techniques, effective marketing and communication, organizational leadership, and financial management. These topics all build on the assignment at the core of the TT-MBA experience – the creation by each participant of a strategic plan for his or her organization back home.

Atlas senior fellow Rainer Heufers leads the training and provides individualized coaching, with support from Atlas staff and other subject matter experts. Past TTMBA programs have

included guest lecturers Ed Feulner (The Heritage Foundation), Lawrence Reed (Foundation for Economic Education), Kris Mauren (The Acton Institute), Joseph Lehman (Mackinac Center for Public Policy) among other noted think tank leaders. Participants also learn from one another, informally over group lunches and fun outings, and in group projects that require quickly conceiving, executing and reporting on a project.

Atlas’s signature training program delivers an incredible experience for those who understand that the promotion of effective public policies will only succeed when delivered according to effective business principles.

The Atlas Think Tank MBA Program was a fantastic experience that I would recommend to all up and coming Intellectual Entrepreneurs. The training really gets to the nuts and bolts of what you need to do to craft a business plan for your organization and then how to successfully implement that plan. It teaches you how to think strategically about what your organization’s strengths and weaknesses are and how you can best leverage them to achieve success. Since completing the training I have implemented the strategic business plan into the operations of Students For Liberty and have seen great results so far.

The TTMBA Program is also a wonderful networking opportunity. I was fortunate to meet entrepreneurs from all over the world while sharing ideas, best practices, and strategies for advancing liberty. I made many new friendships that will last for a lifetime.

—Clark Rupert, Students for Liberty, USA

The Atlas Think Tank MBA is a wonderful opportunity for freedom champions who want to develop a free market organization. TT-MBA is an excellent program where you learn how to build a strategic business plan for a think tank nonprofit organization. Amazing speakers, dedicated Atlas staff, networking with international freedom fighters and good information are the key characteristics of this program. And, I would like to thank Atlas’s supporters for this wonderful experience. It is because of their generosity and passion for freedom that this experience became possible for me. I will never forget this amazing international freedom experience. Thank you so much Atlas and Atlas supporters!”

— Coralie Bertrand, Liberté chérie, France

ATLAS THINK TANK 101

Atlas developed its Think Tank 101 (TT101) three-day program for those who would benefit from an introduction to think tank management topics. Leading experts from the think tank world share insights on fundraising, marketing, program management, and other vital topics. Participants leave the program with an appreciation of the many facets of think tank management, and the inspiration to get to work! The program also includes a half-day intellectual discussion of the ideas of liberty, based on pre-assigned readings.



2010 TTMBA GRADUATES

Cecilia Vazquez Ger	Argentina
Aykhan Nasibili	Azerbaijan
Vincent De Roeck	Belgium
Maria Silvia Baldomar	Bolivia
Petar Ganev	Bulgaria
Adam Revay	Canada
Scott Hennig	Canada
David MacLean	Canada
Huafang Li	China
Coralie Bertrand	France
Jean Baptiste Jaussaud	France
Yee Wai (Peter) Wong	Hong Kong
Manoj Mathew	India
Gulmira Aidaraliev	Kyrgyzstan
Wan Saiful Wan Jan	Malaysia
Odile Gaset Mauri	Mexico
Manuel Araujo	Mozambique
Yolanda Talavera	Nicaragua
Szymon Chrupczalski	Poland
Marcin Nowacki	Poland
Jose Javier Olloqui Malumbres	Spain
Yuliya Kocherhan	Ukraine
Clark Rupert	USA
Kristin McMurray	USA

2010 TT101 PARTICIPANTS

Adri Nurellari	Albania
Sergio Daga	Bolivia
Luis Gonzalez	Bolivia
Chris Schafer	Canada
Nicholas Plett	Canada
Claudia Pavez	Chile
Claudia Hernández	Chile
Petri Kajander	Finland
Yarden Gazit	Israel
Claudia Regil	Mexico
Alina Dimofte	Romania
Leonid Nikonov	Russia
Ondrej Socuvka	Slovakia
Miha Movrin	Slovenia
Jeremy Thompson	USA
Glenn Cripe	USA
Si Jeung Kim	South Korea
Cesar Briceno	Venezuela





FREE ENTERPRISE TRAINING CENTERS

Atlas is expanding its reach by helping established institutes develop Free Enterprise Training Centers (FETC's). These FETC's discover and train Intellectual Entrepreneurs that become candidates for further participation in Atlas's core programs. With FETC's currently operating in Europe and South America, Atlas is assessing the capacity of our partners in Africa, Central America, the Middle East and Asia to establish similar centers.

One new FETC recently was established at the Montreal Economic Institute. MEI and Atlas's Institute Relations team are collaborating to provide world-class training and advisory services to new and developing think tanks. A select group of market-oriented think tanks will benefit from training programs and personalized consulting services delivered by MEI and Atlas, so they can learn strategies for fundraising, working with boards, and reaching target audiences. A majority of these training sessions will take place in Montreal, at the MEI's headquarters, and will allow this select group of Atlas partners and Intellectual Entrepreneurs to learn first-hand from a successful model think tank.

The Lithuanian Free Market Institute (LFMI) is developing a proud reputation for identifying, training and supporting



Intellectual Entrepreneurs in Eastern and Central Europe, through their FETC, the European Academy for Intellectual Entrepreneurs. Through workshops and training sessions, LFMI is inspiring and training a new generation of students and young professionals to bring the ideas of liberty into action. From the Ukraine and Poland to Finland, Intellectual Entrepreneurs come to Lithuania to learn how to start an institute, how to sustain it and how to communicate its message to achieve an impact.

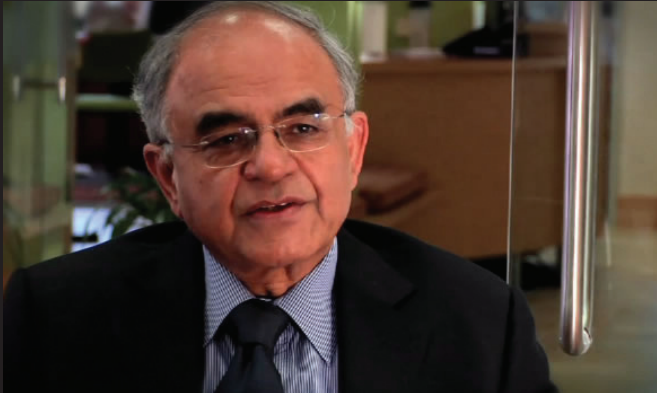
In Chile, one of our longstanding partners in the region, Libertad y Desarrollo (LyD), offers the expertise of its top-level professional staff, its network of external experts, and its 20 years of experience to provide on-the-job training to Intellectual Entrepreneurs throughout Latin America. LyD's success as a public policy research institute has been felt throughout the continent and its role as a training center through its Centro de Formacion Latinoamerica Libre allows them to mentor the younger, less established, institutes in our network. To date, LyD has effectively trained and helped develop market-oriented think tanks in Bolivia and Ecuador, and inspired many others around the world.



PASSION FOR FREEDOM IS ESSENTIAL FOR THE SUCCESS OF AN INTELLECTUAL ENTREPRENEUR, BUT THIS MUST BE ACCOMPANIED BY STRATEGIC PLANNING, EFFECTIVE MANAGEMENT, AND CAREFUL STEWARDSHIP OF FINANCIAL RESOURCES. THINK TANK LEADERS TURN TO ATLAS FOR SUPPORT AND TRAINING IN THESE AREAS.

LIGHTS, CAMERA, LIBERTY!

The economics of producing and disseminating video content has been revolutionized in just the past few years, but most think tanks have stayed on the sidelines, unsure of how to effectively incorporate video into their communications strategies. Atlas secured a grant to remedy this situation via the *Lights, Camera, Liberty!* (LCL!) program launched this year. Initially targeted exclusively at U.S. and Canadian think tanks, Atlas's LCL! project provided funding to 21 think tanks for securing necessary equipment for in-house video, and provides instruction and coaching to participants. Atlas hired New Media Manager, Matthew Szewczyk, to deliver this training and foster more dialogue among those who aim to turn liberty into the next YouTube sensation. Atlas's videos can be viewed on YouTube at youtube.com/atlasnetwork.



Freedom Champion Video Series: Gurcharan Das

LCL! PARTICIPANTS

Alaska Policy Forum

Canadian Taxpayers Federation

Cascade Policy Institute

Civitas Institute

Common Sense Institute of New Jersey

Commonwealth Foundation

Goldwater Institute

Institute for Liberal Studies

Kansas Policy Institute

MacDonald-Laurier Institute

MacIver Institute

Mackinac Center for Public Policy

National Taxpayers Union

Pacific Legal Foundation

Pelican Institute

Platte Institute for Economic Research

South Carolina Policy Council

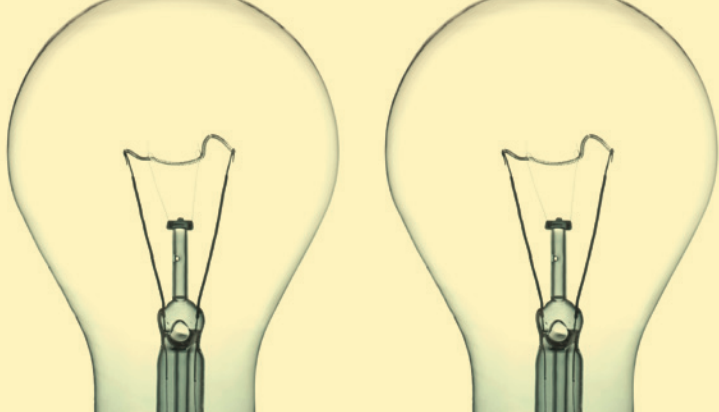
Students for Liberty

Tennessee Center for Policy Research

Texas Public Policy Foundation

Yankee Institute





10

YOUNG THINK TANKS TO WATCH

Attendees at Atlas's flagship networking events, the Liberty Forum and The Atlas Experience, observe that there are always new people to meet, and new organizations to welcome to the network. That dynamism is one of the most exciting aspects of being involved with Atlas.

Here are short profiles on ten young, promising organizations that are determined to make a difference for liberty.

Institute for Liberal Studies (ILS), Canada – Atlas has worked closely with ILS's executive director, Matt Bufton, in the three years since he completed an Atlas internship. ILS aspires to do for Canada what the Institute for Humane Studies has done for the U.S., that is, discover students with a passion for classical liberal ideas and help them advance those ideas in their future careers. The ILS hosts seminars on various college campuses across Canada each year, in addition to running its flagship Liberty Summer Seminar. Atlas is partnering with ILS to provide rewarding opportunities (internships, training programs, seed grants for innovative projects) for the most talented students who are discovered through ILS's outreach programs.

Samriddhi: The Prosperity Foundation, Nepal – Robin Sitoula was a fellow at Atlas in 2006, prior to the founding of Samriddhi. Since that time, two other team members have

completed the Atlas Think Tank MBA, and Atlas made a Fisher Venture Grant investment in Samriddhi's business plan as well. While operating in an extremely difficult environment, Samriddhi has made an impact by promoting entrepreneurship and by raising awareness of the negative impact that government regulations, and other interventions of the state, can have on the climate for entrepreneurship. One Samriddhi campaign, The Livable Nepal (livablenepal.org), envisions a Nepal where every citizen is freely and securely able to pursue opportunities to better their lives.

Democria y Mercado (DyM), Chile – Atlas invited Angel Soto to talk at its 2010 Liberty Forum on how to “do more with less” after observing how this two-person team has used student volunteers to publish more than 20 books, host six events, and (in partnership with Instituto Invertir in Peru) produce and promote an acclaimed documentary, *Emprendedores Latinoamericanos*.

Students for Liberty (SFL), United States – Barely three-years old, this fast-growing organization is determined to plant and nurture pro-liberty organizations on campuses in the U.S. and across the world and to help them leverage resources to achieve impact. Its third annual International Students for Liberty Conference will take place in February and will include the taping of a John Stossel program. SFL vice president Clark Ruper took part in Atlas's Think Tank 101 and Think Tank MBA training programs within the past 12 months, as the organization grew to a full-time staff of three.

Common Sense Society (CSS) Hungary – Founded just over a year ago, Common Sense Society made a splash at the 2010 European Resource Bank meeting, where it won a prize of 10,000 GBP in a *Dragon's Den*-style competition that saw four young think tanks presenting their business plans before an audience and a panel of experts. CSS also won a Templeton Freedom Award in Social Entrepreneurship from Atlas for its “Start Up! Entrepreneurship Project,” which uses book discussions, training sessions and film-screening to teach practical skills for would-be entrepreneurs in tandem with lessons on the public policies that enable entrepreneurship to flourish. CSS now aims to influence the debate over Hungary's planned rewriting of its Constitution. Atlas connected them to leaders of the Romanian Center for Institutional Analysis and Development, which spent much of the last year working on this issue in their own country.

Central Asian Free Market Institute (CAFMI), Kyrgyzstan – CAFMI is only a year and a half old, but their latest product shows how a young institute can play an important role in the future of a country. Its new “Justice and Prosperity Agenda” presents a free-market roadmap for a government still in transition after the expulsion of its former President in 2010. CAFMI reacted to the ensuing violence in its home country by coordinating humanitarian relief, organizing a nationwide “We Want Peace” campaign, and coordinating an information campaign against violence and calls for reprisals. One board member now serves as the acting Minister of the Economy, providing hope that CAFMI's sound policy proposals have a chance of implementation.

Fundación Ecuador Libre (FEL), Ecuador – FEL is led by a proven entrepreneur in both the private and non profit sectors, Pablo Arosemena, who has recruited some of the more influential businessmen in the country to its board. FEL has learned from one of the most successful think tanks in Latin America, Libertad y Desarrollo (Chile), and is increasingly cited in the Ecuadorian media. FEL has taken the initiative to train future leaders by engaging Ecuadorian students and young entrepreneurs and teaching them sound economics. As Ecuador endures a turbulent political climate, this young institute is positioning itself to lead the way towards replacing populism and socialism with the rule of law and liberty.

Institute of Economic and Social Studies (INESS), Slovakia – INESS has attracted attention and admiration for its innova-

tive programs, including “The Price of the State,” an online project which teaches public finance in an innovative and interactive way. INESS also organizes a Liberty Camp for students and takes its programs directly to schools. In addition, INESS constantly monitors the functioning and financing of the public sector, evaluates the effects of legislative changes on the economy and society and comments on current economic and social issues. Due to their continuing success with The Price of the State Project, INESS has become a go-to voice for liberty



in the Slovakian media. INESS' director Richard Durana attended Atlas's Think Tank MBA in 2009, and the institute has earned two Templeton Freedom Awards in addition to a Fisher Venture Grant.

Instituto de Pensamiento Estratégico Agora, A.C. (IPEA), Mexico – IPEA is led by Armando Regil, an ambitious Think Tank MBA alumnus who has worked

diligently since 2008 to create an institute with a strong board and many activities, including an annual student based seminar - IPEA University. In its second year, the IPEA University has been able to recruit more than 100 students from throughout Mexico and Latin America to study the foundations of a free society. The event is a gateway into a world of classical liberal ideas and research, as top graduates lead chapters in 12 of the most prominent universities of Mexico. Armando, formerly an intern at The Cato Institute, is leading the way towards establishing a classical liberal voice in Mexico.

Center for the Philosophy of Freedom (CPF) Russia – After an arduous process of complying with Russia's NGO registration laws, Dr. Leonid Nikonov established the CPF in September of 2010. Leonid's involvement with the philosophy of freedom was accelerated by his participation in 2007 in the first summer school on freedom organized by inLiberty.ru, an Atlas outreach and discovery educational program in Russian. He continued to explore free-market ideas and became convinced of the principles of classical liberalism and the moral imperative of promoting liberty in Russia. He is, among other activities, one of the founders

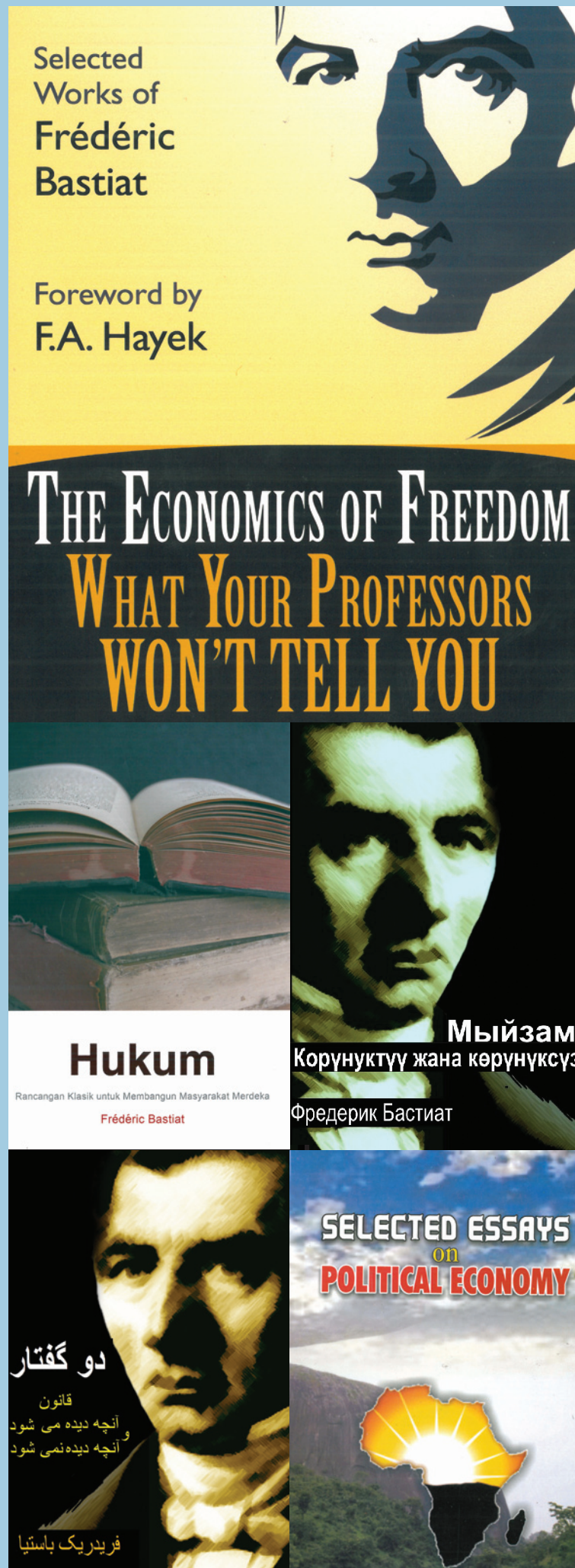
and organizers of the fledgling “Tea Party Movement” in Russia. He defended his dissertation on *The Moral Dimensions of Liberalism* and now teaches philosophy at Altai State University. The CPF now has a business plan, an office, a track record of seminars, and first-year funding. Leonid participated in Atlas's Think Tank 101 program to sharpen CPF's strategy for success and gain from the accumulated wisdom of the Atlas network.

BASTIAT'S LEGACY PROJECT

Frédéric Bastiat, the 19th century French political thinker, wrote that “the worst thing that can happen to a good cause is, not to be skillfully attacked, but to be ineptly defended.” Through his masterful writings and satirical parables, Bastiat was one of the most articulate defenders of liberty, peace and property. No writer explained the danger of legal plunder better than he. His clever arguments against socialism led F. A. Hayek to call him “a publicist of genius.” To Joseph Schumpeter he was “the most brilliant economic journalist who ever lived.” Bastiat used logic and humor to explode the fallacies on which interventionism and statism rest. He showed that destruction – through war or natural disasters – cannot create wealth, that restricting trade cannot expand prosperity, and that using force to benefit some at the expense of others erases from everyone’s conscience the distinction between justice and injustice. Frédéric Bastiat made it easier for us to defend the most important cause, that of freedom.

In 2010 Atlas promoted the clear and easily understood message of Bastiat worldwide in dozens of languages. The Bastiat’s Legacy Project uses essay contests, translation and publication of Bastiat’s works (in print and online), educational workshops, videos and new media, such as blogs, *Facebook*, *YouTube*, *Twitter*, *Orkut*, *Vimeo*, and more. Some of Bastiat’s most important work, including “What is seen and what is not seen” and “The Candlemaker’s Petition” was for the first

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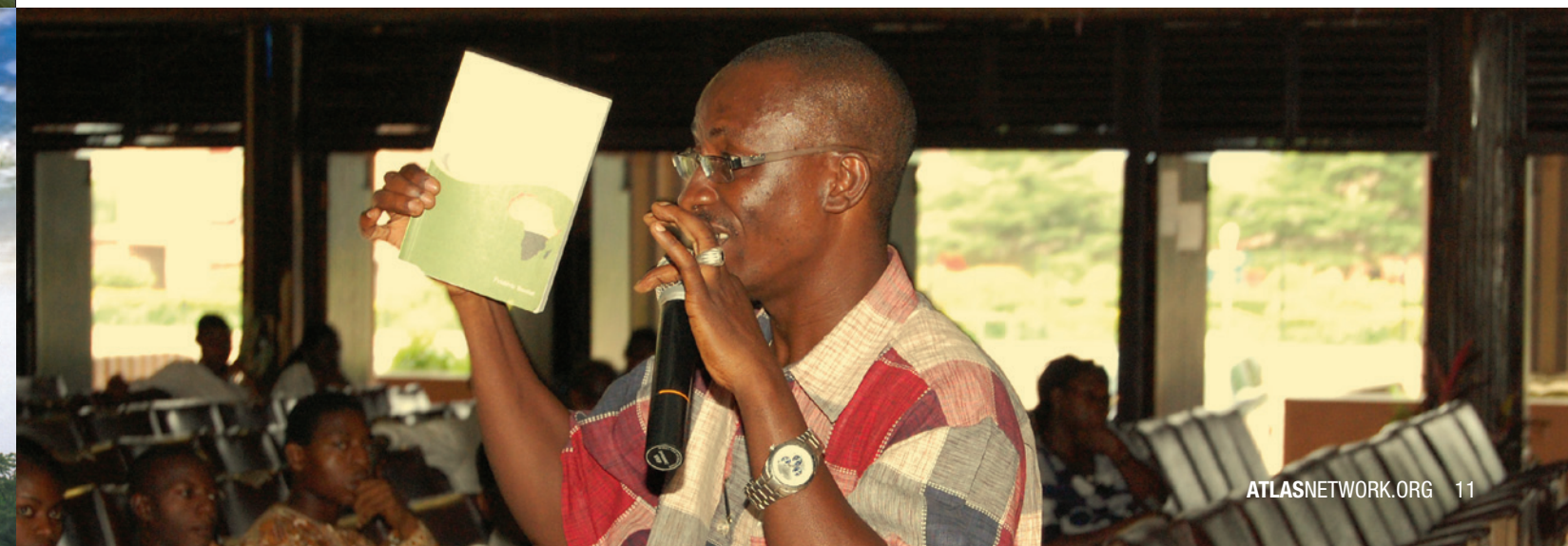
“THE STATE IS THE GREAT FICTITIOUS ENTITY BY WHICH EVERYONE SEEKS TO LIVE AT THE EXPENSE OF EVERYONE ELSE.” —FREDERIC BASTIAT

time translated into languages like Indonesian, Swahili, Vietnamese, Persian, Azeri and others and distributed through multiple channels. Atlas has taken a key theme of Bastiat’s work – free trade leads to peace and prosperity – and produced videos such as “Free Trade: The Great Prosperity Machine,” “Bridges of Peace” and “Disastrous Economic Fallacies: Terror as Stimulus?” with almost 30,000 viewers. Educational workshops, or ‘Freedom Schools,’ were held in the Republic of Georgia, Azerbaijan, Tanzania, China and Lebanon. Essay contests on the works of Bastiat were held in Portuguese, Arabic, Hindi, Russian, Kurdish and for Africans in English and French. The Bastiat’s Legacy Project is reaching youth in the United States and all over the world.

In the U.S. enthusiasm for limited government principles is growing, as evidenced by the recent successes of Tea Party activists. But on most college campuses the ideas of freedom are disparaged and sometimes silenced. Leftist professors and literature dominate academia. Students are not exposed to the free market perspective. As part of the Bastiat Project, Atlas has collaborated with Students for Liberty (SFL) to publish a book to fill that vacuum titled *The Economics of Freedom: What Your Professors Won’t Tell You*. The book features selected writings of Bastiat, a foreword by F.A. Hayek and a closing chapter, “Twenty Myths about Markets” by Atlas Executive Vice President Tom Palmer. SFL has sent 30,000 copies of the book to its campus chapters in an effort to inundate college lecture halls and term papers with the ideas of economic liberty.

“I’ve looked helplessly at life on these streets every morning, where kids don’t go to school and parents don’t go to work. I’ve looked on and thought that there was no hope for these folk, and bowed my head in shame. But after the first week of August 2009 at the Students and Young Professionals African Liberty Academy facilitated by IMANI, I believe in hope for these folk. I believe their hope is me and I am their hope. If only I will stop thinking about the problems and work on the solutions.”

—The above observation is from a participant in the 2009 Students and Young Professionals African Liberty Academy (SYPALA)



PUSHING THE FRONTIER OF THE FREEDOM MOVEMENT

The Outreach and Discovery Programs that Atlas added two years ago are now fully integrated with its other programs. These bold initiatives produce free-market content in Arabic, Chinese, Portuguese and Russian and ten other languages. In 2010, Atlas ran Freedom Schools – generously co-sponsored by the Smith Family Foundation – in countries around the world, including Brazil, India, Lebanon, Malaysia, Morocco, and Ukraine. Atlas also takes “Freedom on the Road” through organized programs of lectures, seminars, and workshops. These programs are kindling new fires for liberty among populations that have never before heard the message.

The most talented individuals identified through, and inspired by, Atlas’s Outreach and Discovery Programs are encouraged to attend Atlas’s training programs and make use of other Atlas resources. In this way, Atlas is expanding the network of freedom champions and preparing its newest members to have an impact on the climate of ideas.



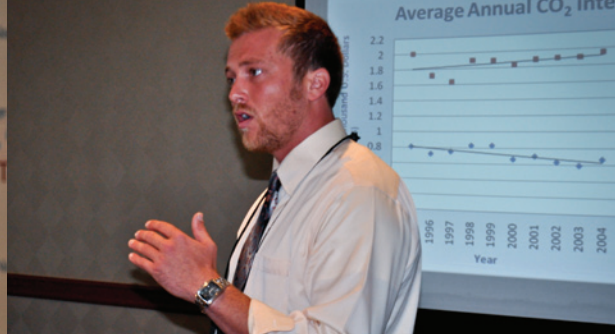
Freedom is Our Business: We believe that using the best business methods is the key to advancing the ideas and the policies of freedom. Accordingly, Atlas teams plan strategically, seek the highest value added, engage in competitor analysis, brand our products and use the most suitable marketing techniques to encourage our target markets to “consume” our products, and measure our successes (and our failures).

— Tom Palmer



ATLAS: A YEAR IN PHOTOS





THE UNITED STATES IN FOCUS

The tremendous growth of Atlas over the last decade has come, in part, as historic opportunities to introduce or reintroduce the ideas of liberty have emerged throughout the world. Often the most significant of these has occurred in places far distant from Atlas headquarters in Washington, D.C. Yet, more recently, America's capital city has been a hotbed of confusion over the proper role of government in society. For a nation that likes to think of itself as "the land of the free," America has entered a crisis of identity begging a rediscovery of its freedom-loving heritage. In response, Atlas has reinforced its commitments to the U.S. and has added new staff member, Matt Warner, to spearhead its growing domestic programming.

Serving U.S. partners is nothing new for Atlas. For years we have provided funding, awards and support services to U.S. groups particularly in their start-up phases. This year we have developed new partnerships through our grants and awards programs and we continue to look for new frontiers where Atlas can play a unique and complementary role.

Check out a sample of what some of our partners and allies have done to address the biggest threats to U.S. freedoms in 2010.

On Government Spending As state governments grapple with budget gaps, Nebraska-based Platte Institute for Economic Research released *Where Did the Money Go?*, a comparison of the state's spending decisions on core government functions to neighboring states. The Tennessee Center for Public Policy released its annual *Pork Report*, finding that the Volunteer State wasted \$260 million on things like swimming pools and golf courses. On the revenue side, Common Sense Institute of New Jersey released as its inaugural publication *Do Property Tax Caps Work? Lessons for New Jersey from Massachusetts* in anticipation of a widely debated referendum vote. The report provided three decades worth of evidence that the policy successfully constrained the growth of government revenue in the Bay state.



Matt Warner, Director of U.S. Programs

On Healthcare While the American public struggled to understand the impacts of federal healthcare legislation, the Texas Public Policy Foundation made sure Texans had answers. Commissioning economist Dr. Arthur Laffer to evaluate the bill's economic impacts, the Foundation published *The Prognosis for National Health Insurance* demonstrating the plan's consequences on costs, quality and individual choice. Not only that, the Foundation worked with sister think tanks in ten other states to deliver customized state analyses to a wider audience. The Pacific Research Institute in California published *The Truth About Obamacare* by healthcare expert Sally Pipes. The book reached #38 on the Amazon.com best seller list and warns

of the dangers of the government-run system.

On Education Milwaukee, Wisconsin has been home to one of the nation's largest and most well known school voucher programs and has served as an important test case for comparing various modes of delivering education services. Contributing to this narrative, the young Wisconsin-based MacIver Institute recently published a series of analyses and news items demonstrating that the causes of the Milwaukee Public School system's financial woes are more a function of questionable spending

decisions than a shortage of funds.

On Energy Louisiana-based Pelican Institute released a study in May 2010 showing the economic and job impacts in Louisiana of proposed federal cap and trade legislation for greenhouse gases. As a follow up and in light of the gulf oil spill, the institute hosted an informative event for institute friends and the public assessing the future of energy in Louisiana.

Atlas is also finding that the work of its international partners can play an influential role in U.S. debates. A couple noteworthy examples of this from Spain and Canada are Gabriel Calzada's green jobs study (which put a stop to one of the Obama administration's favorite talking points about Spain's investments in what turned out to be a job-killing "green" energy future)



and Macdonald-Laurier Institute's bestselling book *The Canadian Century: Moving Out of America's Shadow* which made a splash in U.S. newspapers for its surprising message that Canada's fiscal discipline and reform have made it, in many ways, a stronger example of economic freedom than the U.S.

Another way Atlas is answering the call for U.S. reinforcement is through a series of discussion and networking opportunities for institutes that are working to promote free energy markets particularly at the state level. To launch this effort, and in partnership with State Policy Network (SPN) and the Institute for Energy Research (IER), Atlas convened 30 state think tank leaders during the week of SPN's 2010 Annual Meeting for strategy discussion among state and national experts. Because states share many of the same policy challenges in energy and environmental policy, more opportunities to work together will yield new breakthroughs as think tanks continue their efforts in this area.

In 2011...

Watch for new U.S. programs in 2011 including an expansion of Atlas's Energy and Climate Initiative and a new collaborative effort in online learning designed to connect our international partners' research with U.S. think tanks.

SOUND MONEY

In *The Constitution of Liberty*, F.A. Hayek wrote "All those who wish to stop the drift toward increasing government control should concentrate their efforts on monetary policy."

The importance of Sound Money -- neglected during most of the last three decades -- has roared back as an essential issue of our times. In late 2008, Atlas launched its Sound Money Project to encourage more activity and collaboration on monetary issues among scholars and think tanks in its network.

The Project has begun bearing significant fruit. Atlas senior fellow Judy Shelton has written *A Pocket Guide on Sound Money*, co-published by Atlas and Freedom Works, which will be distributing 100,000 copies through the Tea Party activist groups that it supports.

Atlas is also sponsoring on-campus lectures by Sound Money experts, fostering dialogue and compiling resources at its SoundMoneyProject.org web site, and convening discussions on the topic at major events that bring together thought leaders who can popularize the Sound Money message.



A Guide to Sound Money

Judy Shelton



SoundMoneyProject.org

STRIVING FOR TAX FREEDOM

Tax Freedom Day is the first day of the year we don't work for the government. That is, it's the first day in which individuals begin earning income at their jobs that won't be gobbled up by the tax collectors. In 2010, according to the Tax Foundation, Tax Freedom Day in the U.S. was 99 days – more than three months – into the year. From January 1 until April 9 Americans worked for Uncle Sam.

This easy-to-comprehend measure of the cost of government has proved popular in many countries, making Tax Freedom Day a recommended “early project” for new think tanks in the Atlas network.

ISRAEL

The Jerusalem Institute for Market Studies (JIMS) began publicizing Tax Freedom Day in 2004, shortly after the think tank's founding. By 2009, the calculation became a “household name” in Israel, earning mention on prime-time national TV and radio, and even in the Knesset Plenum. Prime Minister Benjamin Netanyahu praised JIMS on his Facebook page for their work on tax freedom.

In 2010, JIMS had cause to celebrate as Tax Freedom Day came 25 days earlier than in 2009. JIMS did the math going back to 1990 and found that this year's Tax Freedom Day came earlier than during any other year of the last two decades. JIMS also calculated how many days Israelis work to pay for different sections of the budget: 30 days for the defense budget, 68 days to repay past debts, and 22 days for welfare payments. Twelve media outlets, reaching more than 2 million Israelis, covered the work of JIMS on Tax Freedom Day.

BRAZIL

In 2010, Atlas's Portuguese program, *OrdemLivre.org*, worked with other Brazilian free market organizations to bring attention to National Tax Freedom Day on May 25. In order to draw public attention to Brazil's burdensome tax code, *OrdemLivre.org* and 18 other organizations publicized a program that allowed consumers to purchase tax-free gasoline in eight Brazilian cities. With the tax portion paid by the organizers, consumers only paid 53% of the usual price – providing a glimpse at what life might be like without big government.

(continued on page 19)



All the major news outlets in Brazil covered the story, including *Folha de Sao Paulo*, *O Globo*, *O Estado de S. Paulo*, *UOL*, *Terra*, and *Jornal Nacional*. According to the promotional content for the event, in 2010 “Brazil's government has announced a new record in revenues. In April, more than 70.9 billion Brazilian reais (US\$38 billion) went to the government. Tax rates have been on the rise. In the 1970's, each Brazilian worked 2 months and 16 days per year to pay taxes. Today, they work 4 months and 25 days just to pay taxes.”

OrdemLivre.org also worked with executives from *Globo TV* and other Brazilian think tanks to develop a tax awareness campaign. *Globo* is the largest and most influential TV station in Brazil (third largest in the world behind CBS and NBC), reaching over 120 billion people daily. Its production team was able to transform *OrdemLivre's* ideas into two creative public service announcements (PSAs). To illustrate how much Brazilians pay in taxes for everyday products,

the films show scenes of daily activities being interrupted by a “state official,” who cuts or takes a part of the various products as they are being consumed. The PSAs ran in the station's daily programming throughout Brazil in 2010.

CROATIA

According to Natasha Srdoc, co-founder and chairman of the Adriatic Institute Public Policy in Croatia, her country's value-added tax, marginal income tax and business taxes are some of the highest in Eastern Europe and the highest in the Balkan region. Croatia's business tax is more than double that of flat tax neighbor Montenegro. Nearly a quarter of the purchases that Croatian citizens or businesses make go directly to Croatia's government. The Adriatic Institute is dedicated to changing this hostile environment by raising awareness of Croatia's tax burden.

On June 10, it celebrated Tax Freedom Day, 161 days into the year. Adriatic hopes that outrage among citizens will

lead to decisions at the polls in favor of limited government. Srdoc stated in *Nacional*, the country's leading political newspaper, “Croatians are clearly frustrated and the best option is to vote for pro-reform oriented leaders during the next election cycle. Demanding lower taxes and electing those that commit to implementing real tax reform - lowering taxes, eliminating tax loopholes and making it more simple and transparent is the best way forward.”

CHINA

The Cathay Institute for Public Affairs (CIPA), has worked to promote free-market ideas in China despite some formidable obstacles. In 2010, CIPA put a focus on tax reform. CIPA calculated and promoted Tax Freedom Day for the first time ever in China. In addition, the think tank released studies on the flat tax and other possible tax reforms for China that would increase economic liberty. It held a seminar in March on the impact of flat taxation around the world and the prospects for Chinese reform.

ATLAS INTRODUCES YOUNG THINK TANKS TO PROJECTS LIKE “TAX FREEDOM DAY” – PROJECTS EASILY REPLICATED TO ESTABLISH A TRACK RECORD OF SUCCESS.

Yarden Gazit of the Jerusalem Institute for Market Studies

THE TEMPLETON FREEDOM AWARDS PROGRAM IS THE LARGEST INTERNATIONAL PRIZE PROGRAM THAT CELEBRATES THINK TANK CONTRIBUTIONS TO THE UNDERSTANDING OF FREEDOM. RECOGNITION VIA THIS AWARD RAISES THE PROFILE OF THINK TANKS EFFECTIVELY PROMOTING LIBERTY

2010 TEMPLETON FREEDOM AWARDS

Exceptional think tanks from 10 countries have been recognized by the 2010 Templeton Freedom Awards for their accomplishments in advancing freedom. Representing three continents, the 16 recipients were chosen from over 132 applications from 48 countries by an independent panel of expert judges.

Named after the late investor and philanthropist Sir John Templeton, the Templeton Freedom Awards program was established in 2003 and is the largest international prize program that celebrates think tank contributions to the understanding of freedom. The Templeton Freedom Awards program has awarded more than \$1.5 million in prizes and grants in the past 7 years. This year's awards program grants \$10,000 prizes to two winners in eight different categories:

The Awards include eight different categories including Free Market Solutions to Poverty, Social Entrepreneurship, Ethics and Values, Student Outreach, Initiative in Public Relations, Innovative Media, and Awards for Special Achievement by a University-based Center and by a Young Institute.

FREE MARKET SOLUTIONS TO POVERTY

As part of its efforts to promote a free market economy, the *Korea Economic Research Institute (KERI)* has undertaken a major *Regulatory Reform Project*. The project involved 130 experts from diverse backgrounds, ranging from professional economists to government officials and representatives of private businesses. Five focus research groups examined the validity and effectiveness of approximately 5,000 regulations registered by the government's Regulatory Reform Committee. KERI strived to uphold six guiding principles throughout the whole process. These were (1) to promote free and fair competition, (2) to maximize social net benefits of regulations, (3) to strengthen regulatory effectiveness, (4) to improve regulatory transparency, (5) to ensure universality of regulations, (6) to emphasize self-regulation and responsibility. As one of the judges put it, "This is a nice way to co-opt the different segments of society for improving the rules of the game instead of bending them through lobbies of special interests."

By publishing the book *"Lessons from the Poor: Triumph of the Entrepreneurial Spirit"* in 2008, the *Independent Institute* in Oakland, CA uncovered compelling evidence of the entrepreneurial energy that is the true catalyst of economic progress. In this book Alvaro Vargas Llosa and a select group of economists examined real world examples of successful entrepreneurship. They argue that instead of distributing wealth, developing countries should work to create it. The book examines the business strategies that have enabled individuals with very little means except a wealth of vision and tenacity, to flourish beyond all reasonable expectations. The story-telling style of the book and its effective way of connecting with the general public increases its appeal.

SOCIAL ENTREPRENEURSHIP

Through its program of *Strengthening and Social Action (FORTAS)*, *Fundación Salvadoreña para el Desarrollo Economic y Social (FUSADES)* in El Salvador decided to combat rural poverty and focus their efforts in one municipality, Caluco. FORTAS has achieved this by helping to modernize farmer's agricultural practices and equipment, which has led to more diversified production and better scheduling of good agricultural practices. This effort required a series of investments that more often than not the farmer cannot afford. FUSADES acquired funds to improve post-harvest methods by building a Collection Center for farmers in the Municipality of Caluco to receive technical assistance for producing higher quality crops and effectively getting their products to market. This is a very replicable model, and upon building the success of this pilot project, it will be taken to other parts of the country.

The *Common Sense Society (CSS)* in Hungary won a Templeton Freedom Award for its *Start Up! Entrepreneurship Project*. This long-term initiative is a multifaceted project which aims to promote the idea of entrepreneurship through educational and international workshops, panel discussions, lectures, reading groups, and media events. The aim of the project is to inspire, equip, and connect the next generation of "Young European Entrepreneurs." CSS firmly believes that the civic education, political engagement, and personal enterprise of young people are crucial aspects of Hungary's transition from a post-communist state towards a truly free and prosperous society.

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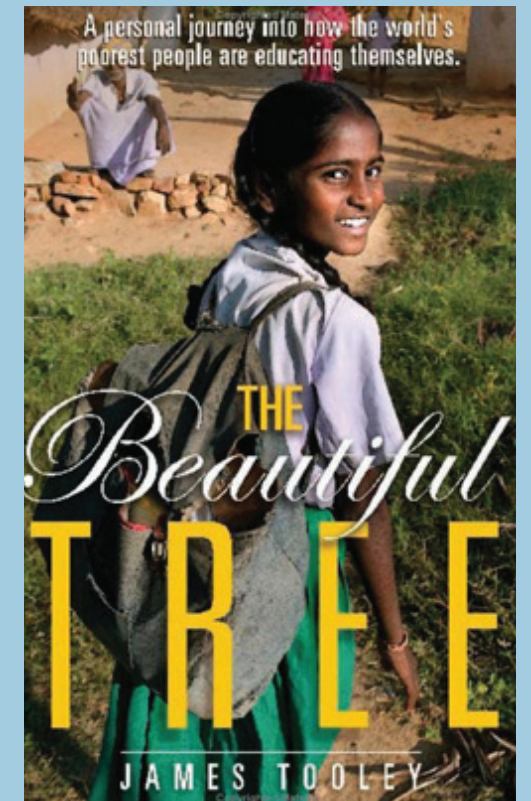
SIR ANTONY FISHER INTERNATIONAL MEMORIAL AWARD

The 2010 Fisher Award honored *The Beautiful Tree: a Personal Journey into How the World's Poorest People Are Educating Themselves* written by Professor James Tooley and published by the Cato Institute. Cato generously shared its monetary prize with the E.G. West Centre which Professor Tooley directs at the University of Newcastle (UK).

James Tooley's enlightening and heart-warming book finds positive, inspiring stories in the poorest slums on the planet. He shows that even impoverished parents, earning about \$1 per week, are choosing to send their children to low-cost private schools instead of government schools that offer free tuition, free meals, and free uniforms. These children are outperforming their public school counterparts with higher test scores thanks to motivated instructors and administrators who know they are accountable to their customers, the parents.

As Tooley explains near the end of the book, "There's no 'TV tragedy' here, or another depressing story out of Africa, nor another dismal tale of how the poor in India and China are sidelined as their countries juggernaut toward development. Instead, the poor are empowering themselves."

Atlas trustee John Blundell has raved: "*The Beautiful Tree* is the best single book on public policy since *Losing Ground* by Charles Murray some two plus decades ago. It is superbly well written and has the power to completely change the way one views not only education but also economic development. It is a totally astonishing story and James has done a brilliant job of uncovering it, analyzing it and telling us all about it. If you read only one book cover to cover this year then it surely must be *The Beautiful Tree*. And if you are looking for a book to change a mind about individualism versus collectivism then this is the book to buy."



2010 TEMPLETON FREEDOM AWARDS (CONTINUED)

ETHICS & VALUES

Through *Acton Media* the *Acton Institute* in Michigan has produced first-rate documentaries designed to communicate the importance of virtue, limited government, and free enterprise to general audiences. They have impressed the judges through two of their very succesful documentaries, *The Call of the Entrepreneur* and *The Birth of Freedom*. These documentaries communicate the principles and values of individual liberty and a free society. They have attracted attention from U.S. media, public policy institutes around the world, and even education ministers in Eastern Europe.

The *Centro de Divulgación del Conocimiento Económico para la Libertad (CEDICE)* in Venezuela won for its initiative, *A Country of Owners*. The project promotes awareness in Venezuelans of one of the most basic human rights, which is the right to own property. The purpose of *A Country of Owners* is to encourage ideas and actions in favor of individual private property through educational activities. The initiative has been called “a courageous and timely response to the events in Venezuela” as well as a “beacon in the growing darkness of Venezuela.”

STUDENT OUTREACH

The *Free to Choose Network* in Pennsylvania has won the Templeton Freedom Award for their *izzit.org* project. This initiative reaches 19 million students a year with messages of freedom. This unique information pipeline reaches American schools by producing original videos, as well as repurposing other videos, and offering them to teachers across the country. Their unique distribution method reaches educators in a database of more than 1 million teachers; currently, 117,000 active teachers have signed up to receive the DVD’s. In some cases these teachers loan the DVDs to other colleagues who are not registered, raising the teacher base to approximately 180,000 actively using the materials.

Through its *Unleashing Silk Road* initiative, the *Central Asian Free Market Institute* in Kyrgyzstan introduced youth to the fundamental ideas of a free society, focusing on individual freedom, market economy and the rule of law. Young participants were introduced to the ideas of liberty through a week-long camp and a movie night, as well as two unique discussion forums - ReCamp and IdeaNight. The program spanned April 2009 to June 2010, across the four largest cities of Kyrgyzstan and Tajikistan.

INITIATIVE IN PUBLIC RELATIONS

The *Instituto Juan de Mariana* in Spain won for their *Green Jobs and Green Energy Campaign*. Starting in 2009, the institute launched a campaign to illustrate the consequences of government intervention in the energy market. The campaign included the production of a study on green jobs in Spain, which found that for every green job created by the government, two jobs are destroyed in the private sector. The study attracted a great deal of media attention both in Spain and abroad, and had a large impact in the debate in the US. It has turned out to be an inconvenient truth for governments who would like to justify the creation of green jobs as a way to promote economic prosperity and reduced unemployment.

The *TaxPayers’ Alliance* in the United Kingdom was awarded the Templeton Freedom Award for its *Pay Cheque Transparency Project*. The objective of the project was to highlight the growth in public sector pay and to introduce greater transparency to taxpayer-funded remuneration, enabling public opinion and the media to act as a check on further big pay rises. To transform this issue into something which was more media friendly, and which the public would find easier to understand, TaxPayers’ extended the ‘Rich Lists’ popularised by *Forbes* and, in the UK, the *Sunday Times*, to public sector remuneration. The list was published from 2006 to 2009 and widely publicized in the media. After this, Prime Minister Gordon Brown attacked the culture of excess” in public sector pay and said that any salary above £150,000 would now need formal ministerial approval.

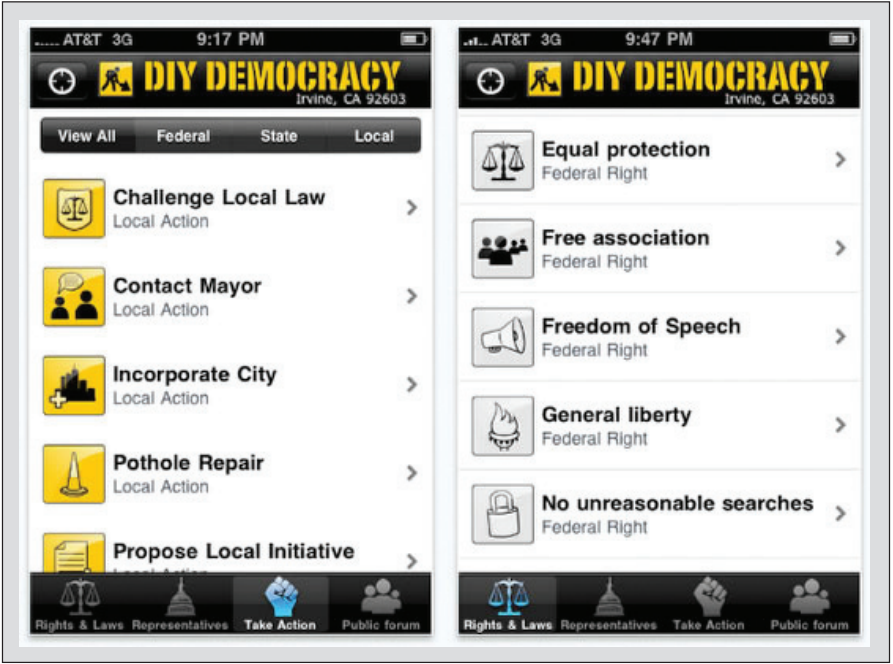
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In 2007 TaxPayers’ also started to compile the Town Hall Rich List (THRL). Their researchers contacted every local authority in the country, requesting details of employees with pay and remuneration above £100,000. For the first time, people all over Britain could see what the senior officers in their local council were earning, and they could hold them accountable.

INNOVATIVE MEDIA AWARD

The *Prometheus Institute* in California won for the release of their iPhone application, *DIY Democracy*. This smartphone app empowers citizens to reduce the burden of government in their lives through a best-selling handheld device. DIY Democracy distills complex policy analysis into location-specific projects with easily understandable cost-benefit bullets and one-touch action steps. This tool helps new audiences make informed decisions quickly about measures that improve their government and protect their liberties. The California iPhone pilot version of DIY Democracy attracted an impressive 150,000+ users within its first six months. The *Mercatus Center at George Mason University* won for the “*Fear the Boom and Bust*” video produced by Russ Roberts and John Papola through the EconStories initiative. The rap video discusses the ideas of the two of the most famous economists in the 20th century, Friedrich von Hayek and John Maynard Keynes. Since its release in January, the video has received more than 1.3 million views and has inspired subtitled versions in at least eight languages. The creative and entertaining style of this video made it a popular choice to share through several media outlets such as YouTube, Facebook and Twitter.

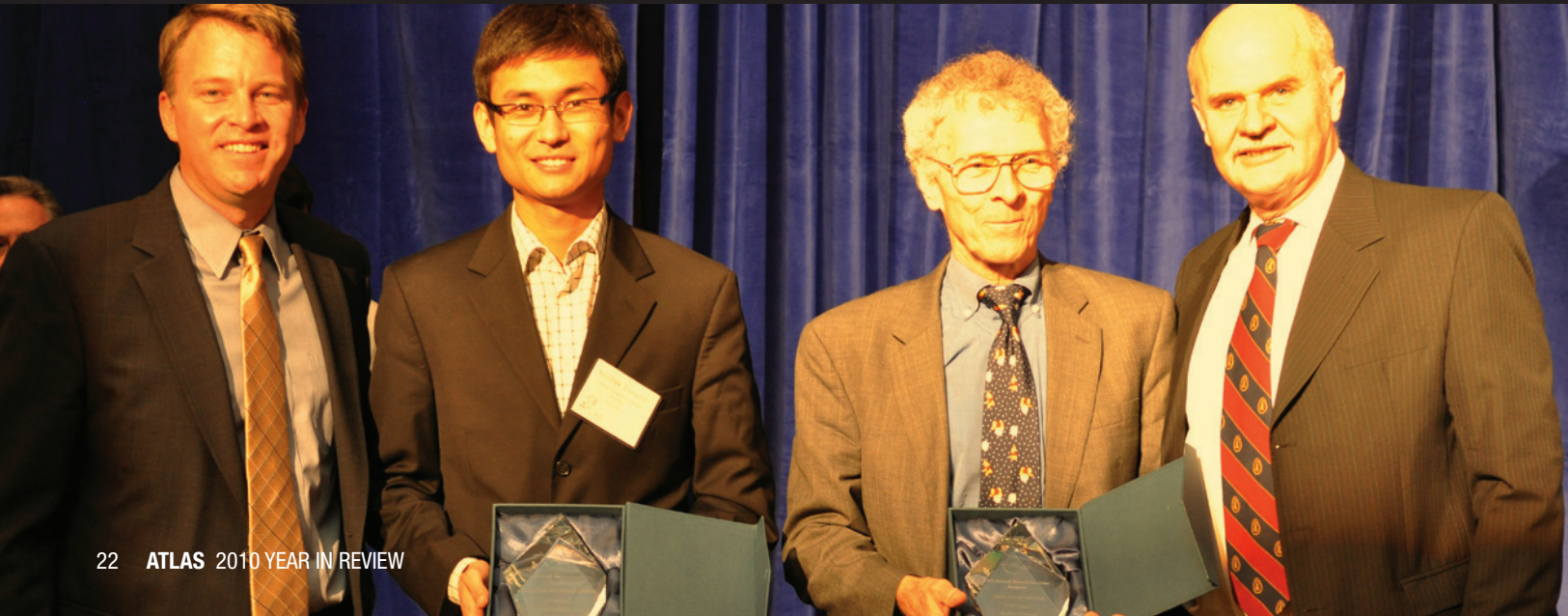


AWARD FOR SPECIAL ACHIEVEMENT BY A UNIVERSITY-BASED CENTER

The *Center for Vision and Values at Grove City College* in Pennsylvania has won for producing and distributing 179 opinion editorials during 2009 – 2010 and generating 1,550 known media placements,

including *The Wall Street Journal*, *Associated Press*, and the *National Review Online*. The Center conducts annual two-day conferences as well as a monthly evening desert lecture called *Freedom Readers*, designed to introduce free market principles to non-economics majors in a relaxing and

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THE TEMPLETON FREEDOM AWARDS PROGRAM IS THE LARGEST INTERNATIONAL PRIZE PROGRAM THAT CELEBRATES THINK TANK CONTRIBUTIONS TO THE UNDERSTANDING OF FREEDOM. RECOGNITION VIA THIS AWARD RAISES THE PROFILE OF THINK TANKS EFFECTIVELY PROMOTING LIBERTY

2010 TEMPLETON FREEDOM AWARDS (CONTINUED)

enjoyable environment. The Center also runs a student fellows program which looks to “seed” the freedom movement with highly talented students.

The *Financial Markets Working Group* of the *Mercatus Center at George Mason University* in Virginia is a collection of 17 university-based scholars with expertise across a wide range of economic issues relevant to the recent economic crisis. Members of the group conduct research and communicate their findings, addressing the causes of and potential solutions to the economic downturn. The goals of the group are to challenge the narrative that free markets are responsible for the crisis, advance an alternative evidence-based explanation and improve public policy outcomes regarding regulations, government spending and political ownership. Mercatus Center scholars have published 115 academic and policy studies and have appeared in almost 8,000 media stories.

AWARD FOR SPECIAL ACHIEVEMENT BY A YOUNG INSTITUTE

The *Transition Institute (TI)* in China has won in this category for many of its initiatives, such as the Anti-monopoly Research on Public Utilities, Civic Education and Legal Research and Action. The Transition Institution’s mission is to spread the ideas of free markets and the rule of law by promoting liberty and human rights in China. The institute was established in 2007 and has since published 13 books, including two translations, and conducted eight research projects with an independent and professional perspective. They have also attracted almost 30,000 students to 147 forums at 17 universities in five cities. They have held 91 forums, developed an e-journal with more than 10,000 subscribers, and have been covered more than 100 times by newspapers and magazines. One judge mentioned that TI has “superbly managed to overcome limitations due to the lack of press freedom in the country and has shown an excellent performance in its outreach to students, scholars, internet news portals and individual internet users.”

The Institute of Economic and Social Studies in Slovakia won for its project the *Price of the State*. The project goal is to improve the younger generation’s general knowledge of the basic mechanisms and proportions of public finance. *Price of the State* started off as a webpage where people could learn the real fiscal size of the state. It was later expanded beyond the web platform to reach out to schools to provide education to teachers on the *Price of the State* in an effort to create support and to provide information for teachers to insert into their curriculum, including such educational tools as a poster-like visualization of *The Universe of Public Expenditures* and a CD containing the offline version of the website with all active features, including presentation tutorials and other files relevant for delivering a lecture. Educational packages were sent to 250 high schools in the year 2008 and 282 high schools in 2009. *Price of the State* has delivered 68 lectures to 2,628 students and 263 teachers at both universities and high schools in all parts of Slovakia during 2008 and 2009.



**JAMES BUCHANAN:
A LIFETIME OF ACHIEVEMENT**

In September 2010, Atlas presented Nobel laureate James M. Buchanan (Professor Emeritus of Economics at George Mason University) with a \$50,000 Life Achievement Award within its program, the Fund for Study of Spontaneous Orders (FSSO).

The prize presentation took place within a conference co-hosted by Liberty Fund, the GMU Economics Department, and the Mercatus Center. The conference featured Buchanan himself participating on a panel with Henry Manne and two other Nobel Laureates, Amartya Sen and Elinor Ostrom (the latter also being a past recipient, with her husband Vincent Ostrom, of Lifetime Achievement recognition by Atlas’s FSSO program).



ATLAS HOSTS TWO MAJOR CONFERENCES IN THE U.S. EACH YEAR WHERE YOU CAN EXPERIENCE THE ATLAS NETWORK FIRSTHAND

ATLAS EXPERIENCE

In April 2010, The Atlas Experience brought together friends of Atlas for a program that featured John Allison (former CEO of BB&T) explaining the causes of the financial crisis and the need for ethical leadership. Several guests from Europe were unable to attend because of air travel shut-downs in the wake of the volcano eruption in Iceland, but James Tooley braved travel nightmares to get from Ghana to our Fisher Memorial Dinner, to tell our audience the inspiring story of his Fisher Prize-winning book *The Beautiful Tree*. In addition to several policy-oriented sessions, the Atlas Experience provided opportunity to showcase new graduates of our Think Tank MBA class. Each of them gave an “elevator pitch” during the final session of The Atlas Experience, and audience members voted to select the winner. Scott Hennig of the Canadian Taxpayers Foundation just edged out Yuliya Kocherhan from the Ukrainian Reform Support Foundation and Manuel Araujo from Centre for Mozambican Studies to take top honors.

LIBERTY FORUM

The Liberty Forum itself kicked off with a fun speed networking session that helps attendees get to know their peers advancing the cause of liberty, and then featured 14 different sessions which covered policy topics (reigning in government spending, achieving sound money, promoting educational freedom, expanding energy options) and strategies for think tank success (communications messaging, doing more with less, effective student outreach, applying business principles to think tank work). The sessions also showcased inspiring freedom champions who have had a real impact on the climate of ideas, as well as others beginning to make progress under very difficult circumstances.



John Allison, The Atlas Experience, 2010



“THAT IS WHAT AMERICAN SOCIETY IS SUPPOSED TO BE: ALLOWING SCOPE AND INCENTIVE FOR PEOPLE TO DEFINE EXCELLENCE ON THEIR OWN, AND PURSUE IT ON THEIR OWN, UNIMPEDED BY A GOVERNMENT THAT DELIVERS THE MAIL, DEFENDS THE SHORES, AND GETS OUT OF THE WAY. TO THAT END, ATLAS AND YOU HERE WHO SUPPORT IT ARE DEVOTED. I CONGRATULATE YOU. I THANK YOU.” - GEORGE WILL, NOVEMBER 10, 2010



George Will, Freedom Dinner, 2010

ATLAS EVENTS ARE HIGH-ENERGY AFFAIRS — SHARING IDEAS AND STRATEGIES — FOSTERING CAMARADERIE AND COLLABORATION — ADVANCING FREEDOM



“Speed Networking” sessions are a new tradition at Atlas conferences - helping newcomers quickly make friends and discover shared interest in the Atlas network.



On the night of November 9th, Atlas celebrated the 21st anniversary of the fall of the Berlin Wall by viewing a film, Rockin’ the Wall, and listening to performances by talented musicians who also happen to run think tanks in the Atlas network. Richard Durana (INESS, Slovakia) and Matt Harrison (Prometheus Institute, California) performed unplugged in front of an enthusiastic, freedom-loving crowd at the Arlington Cinema and Draft House.



Atlas trustee John Blundell (at podium) moderated a special “Big Picture” luncheon conversation at Liberty Forum featuring luminaries of the think tank world. From left: Giancarlo Iburguen (Universidad Francisco de Marroquín, Guatemala), Kris Mauren (Acton Institute), Chip Mellor (Institute for Justice), and Ed Crane (Cato Institute).



During the Freedom Dinner, Atlas’s traditional Toasts to Liberty doubled this year as Toasts to Alex Chafuen, Atlas’s longtime President. This surprise celebration —on the occasion of Alex’s 25 th Anniversary of joining the Atlas team — was complemented by a silver gift replicating a letter sent in October 1985 by Atlas founder Sir Antony Fisher, excitedly informing F.A. Hayek of a promising new hire from Argentina named Alex Chafuen.

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GET MORE INVOLVED WITH ATLAS IN 2011!

MARK YOUR CALENDAR

Your next Atlas Experience will take place in Dallas, Texas, on April 27-28, 2011, immediately preceding The Heritage Foundation's Resource Bank event. Swedish author of *In Defense of Global Capitalism*, Johan Norberg, will provide the keynote address at Atlas's Fisher Memorial Awards Dinner on April 27.



The 2011 Atlas Liberty Forum – scheduled to take place over November 8-10 – will feature Mario Vargas Llosa as the keynote speaker for the Freedom Dinner banquet that will be held on November 9 during the Liberty Forum conference.

KEEP UPDATED

Atlas News – Subscribe to Atlas's Highlights e-newsletter to stay updated on the impact of groups around the world that are connected to the Atlas network! You will also be the first to hear details about upcoming Atlas events. Subscribe for free at AtlasNetwork.org today.

Calendar and Directory – Two of the most useful tools at AtlasNetwork.org are the Global Events Calendar and map-based Atlas Directory. Browse them both to discover the extent of the worldwide Atlas network, and check them in advance of your next vacation to learn about events to attend and think tanks to visit at your destination. In 2011, Atlas will introduce an iPhone application that utilizes data from these online tools to put the network at your fingertips.

Atlas Online – The AtlasNetwork.org web site was vastly improved during 2010, but it is not the only way to stay in touch electronically with Atlas. Our Facebook page enables the networking you experience at Atlas events to continue 365 days a year. Follow us on Twitter to get real-time updates on what we're excited about at Atlas headquarters. From the main AtlasNetwork.org web site, you also can learn about our Internet sites in Arabic, Chinese, French, Portuguese, Russian, and other languages which we run as part of our Outreach and Discovery programs. You will also see how Atlas is using video to promote sound economic knowledge and raise awareness of Freedom Champions around the world.

SHOW YOUR SUPPORT

During its 30th anniversary year, please help Atlas bring more financial resources to the task of advancing liberty. Your support is critical for sustaining the freedom movement, and introducing Atlas to new potential donors will help us grow the think tank network so it has greater impact around the world.

To discuss how you can partner with Atlas to advance the principles you hold dear, contact Erin Grant at 202.449.8449 or erin.grant@AtlasNetwork.org. Below we explain three exciting giving options that are popular with existing donors to Atlas.

Vigilance Society: Arrange with Atlas to make an automatic credit card donation (of any amount you designate) on a monthly, quarterly, or annual basis – whatever works best for you!

Atlas Club: Donors who give at least \$1,000 annually to Atlas receive special recognition and are entitled to attend exclusive Atlas Club Briefings held in conjunction with major Atlas events.

Fisher Society: Members of the Fisher Society substantiate their faith in liberty and hope for a better tomorrow by adding Atlas as a beneficiary in their estate planning. Contact Atlas, and consult with your attorney or financial advisory, to discuss ways of ensuring Atlas will be defending liberty for generations to come.

Atlas appreciates the support of the many friends and supporters who contribute to the success of the Atlas Network.





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ATLAS ENTERS ITS 30TH YEAR WITH SINCERE APPRECIATION FOR THE FREEDOM CHAMPIONS AND FINANCIAL SUPPORTERS WHO HAVE DEVELOPED A GLOBAL NETWORK OF THINK TANKS THAT IS BRINGING FREEDOM TO THE WORLD.

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