

EXCERPT FROM

# Rise of the Ambassador:



## Lost Generation Rediscovered

*by*  
*Lance T. Walker*

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Published June, 2008 by:  
SkyVault™ Multimedia Publishing Group  
7028 W. Waters Ave, #138  
Tampa, FL 33634  
Phone: 727-238-7811

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## **INTRODUCTION: A Sleeping Giant Awakes**

There is a forgotten generation rising up and flexing its muscle in America today.

It is a generation so accustomed to invisibility, that they no longer consider getting overlooked to be an offense. In fact, they long ago learned to use their anonymity as one of their most precious and valuable assets.

Because of its unique placement in history, this generation was destined to change the world from the very beginning. Indeed, it already has – profoundly so. This group, now mainly in their forties, carries within itself such an incredible combination of perspective, experience, and ability, that it now represents nothing less than the hope of the planet.

It is literally the most powerful, the most gifted, and the best educated generation America has ever produced. It has been trained to see opportunity in adversity, and so has pressed forward even when frustratingly misunderstood by the generations on either side of it.

Accomplishment, perseverance, and balance have been its hallmarks - along with the resilience to withstand, and largely recover from, two devastating plagues (at least one of them man-made), that cut down huge numbers of its members in the prime of their lives.

The most amazing thing about this generation, however, is that until now, the vast majority of its members have had no idea they even exist as a generation. Like ninja swordfighters in the dark, many have developed their intuition, their insight, and their

spirituality as if each one were the only soldier left standing in a battle that must be won anyway. Most have not yet realized they actually number in the tens of millions. Their lack of self-awareness as a group has, thus far, been both a great strength - and their Achilles heel.

However, all that is now about to change. The world is facing challenges that require a technological savvy the majority of Baby Boomers don't seem to possess, along with a sense of old school values that many Generation Xers seem to have missed. Time is of the essence, and stealth mode is no longer acceptable as a primary operational strategy. Fortunately for us all, a new day has dawned.

The age of the Ambassador Generation has, finally, arrived.

# **Congratulations!**

**We hope you have enjoyed this publication excerpt from the book, *Rise of the Ambassador: Lost Generation Rediscovered*. If you happened to be born between 1957 and 1969 (approximately), the awareness of your own generation's existence has probably already changed the way you view the world. That's a good thing - because as other people become aware of our existence, it will definitely change the way the world views us.**

**The complete book-and-cd set is scheduled for official publication on January 1, 2012. Whether you are reading this before or after that date, you qualify for the special pricing offer below. It's just our way of saying thanks for your interest, and for helping us spread the word about the most powerful generation the world has yet seen.**

## In the full publication, you'll discover:

- ☑ The **three** tactical moves that we need to accomplish as quickly as possible, in order to influence the current course of world events and create a **better future** for the planet...
- ☑ Why **Barack Obama's** presidency is the trumpet call we've been waiting for...
- ☑ How we became a "lost generation", and exactly how we dropped off the radar screen...
- ☑ The one word that best defines and describes us as a generation, and why your Baby Boomer parents probably **cringe** every time they hear it...
- ☑ The many ways **we've already changed the world** – while getting absolutely no credit for it...
- ☑ How millions of us were **wiped out** before we could even get started...
- ☑ And a whole lot more unexpected insights and revelations that will **energize and empower you**, plus give you clarity, confidence, and peace of mind!



# Rise of the Ambassador: Lost Generation Rediscovered

## About the Author

**Lance T. Walker** was born in November, 1962 in upstate New York. He was raised as a “child ambassador”, helping to integrate four New York State school systems between 1967 and 1976.

He was among the first African American students to ever attend Westchester County’s Furnace Woods Elementary, the Church of the Assumption’s Parish School in Peekskill, the Springville-Griffith Institute Middle School in Erie County, and Nichols High School in Buffalo, NY.



In 1980, he received an academic math diploma from City Honors High School, Buffalo’s first totally integrated “magnet school” college prep program. He is also an alumnus of US Air Force’s Air University, as well as Foundation College in San Diego.

A true success-oriented Renaissance man, Lance holds certifications in electronics engineering, multimedia technology, computer networking, website development, technical writing, project management, sales training, public speaking, and marketing consulting. He credits his early school experiences with making it possible for him to learn, grow, and achieve goals with confidence.

He is a passionate small business advocate whose real-world experience includes military service, professional sales, and working as a Silicon Valley insider during the dot-com heyday of 1998-2001. A noted author and e-business consultant, Lance currently serves as the Managing Director for the **SkyVault Group**<sup>™</sup> ([www.skyvaultgroup.com](http://www.skyvaultgroup.com)). The firm specializes in the use of web-centric and info-product marketing systems that help small businesses lower their marketing costs, while increasing their sales at the same time.

The Group’s most successful online venture to date is a national job site for military veterans, called **We Hire Heroes**<sup>™</sup> ([www.wehireheroes.com](http://www.wehireheroes.com)). In its first year, it has become the 10th most popular site of its kind on the entire Internet. Its sister site, **Voice of the Veteran** ([www.voiceoftheveteran.com](http://www.voiceoftheveteran.com)), is a groundbreaking online radio site that allows the opinions of progressive-minded military members and veterans to be heard in a sea of conservative voices.

Lance now travels from sunny St. Petersburg, Florida. He is available to speak at your next meeting, conference, or event. You can reach him by telephone at 727-238-7811, by email at [lance@lancetwalker.com](mailto:lance@lancetwalker.com), or through his web site, [www.lancetwalker.com](http://www.lancetwalker.com).