

REFLECTION ON ARNOLD GARCIA'S SPEECH AT THE LA CAL STATE

Oct 19, 2016

This includes the following:

- 1) Students comments
- 2) Arnold's speech
- 3) Photos

Forum on Mr. Arnold Garcia's Visit

Use this forum to write your notes on Mr. Arnold Garcia's talk on Wednesday, Oct 19.

- a. How did his talk relate to your "learning to learn" as freshman?
- b. How is his talk "anthropological"? To answer this question, you must cite an idea or two from any of the sources (readings, and the talk by Michael Wesch).

Write about 300 words.

2 points. Due Monday, Oct 24.

If you wish, you could work with a team mate. Discuss your ideas and submit together.



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"ENGAGEMENT, SERVICE, AND THE PUBLIC GOOD"

A few Reaction comments from the students. More to come.

Arnold Garcia's speech was moving, inspiring, and a learning experience to reflect on. Arnold Garcia mentioned his success, life journey, turning point and how he got to fame. He gave our class perspective and talked about appreciating what we have. Though his life was one with a past that had many if not only hardships in the beginning, he overcame them by always believing in himself who he was and never taking the easy way out. Similar to learning to learn in chapter 1, he realized what was important to him and in his world. Things that were important to him were his education, being his true self, and reaching his goals. Arnold Garcia mentioned that the easy way out for him would

have been stealing and begging for money, but he decided against it because he rather work for what he needed rather than taking the easy way out like others. Mr. Garcia never joined any gangs and he often got beat up, hurt, and made fun because he didn't "fit in". He valued life long learning as said in learning to learn. Mentioned many times how fortunate we as college students were to be in such an environment that many, like him, couldn't attend to. Arnold barely got through high school. It made me extremely sad to know that he would smell the food in his high school cafeteria and think when his next meal was. Arnold made goals for himself, goals that seemed impossible but nonetheless he wanted to pursue and accomplish them. Arnold obtained and learned how to adapt to life. He would get little jobs to get necessities he needed. Step by step everything he lived through, the jobs he got and skills he gained were a path to him creating a line of success for himself. Arnold Garcia made shine on Hollywood to have a difference on how media is. He doesn't focus his attention on rumors, gossip, or looks, but rather what people do in the community. His skills that are relatable to anthropology are the fact that he talked and connected well with others. Anthropology is how a person connects, talks, and communicates with others to gain skills and knowledge. Exactly what Arnold Garcia did to gain relationships and friendships in his career. Arnold Garcia's speech has been an eye opener and has made me appreciate what I have rather than what I don't. I hope one day to have surpassed my obstacles as did Arnold Garcia.

Arnold's talk spoke out to me in very encouraging ways and it also touched me in places that i'd thought id never be touched. He talked about all of the turning points in his life. He explained what it meant to gain knowledge in order to succeed. He hit the main points about life and what to never walk away from no matter how tough life can get. Arnold was someone who had it tough growing up. He dealt with many things that tried to bring him down and he also lived horribly in the philippians where he was born. Arnold was very inspirational because he had it worse than many celebrities and still managed to become a millionaire. I know that as a freshman I will deal with a lot of things in my life and that I will get hit in the face with objects that will be hard to come across. But from listening to Arnold and hearing what he went through just motivates me to never want to be brought down by anyone and the things they may have to say. Arnold's education was very important to him and that is exactly how I feel about my education. I never want to lose sight in my future and what education can bring to me. That is what Arnold reflected on and that is also something that he was able to point out to me and get me to understand. He picked up very high key skills to know how to resolve the issues he faced. In the talk, From Knowledge to Knowledge-able by, Michael Wesch he mentioned that in order for someone to become knowledge-able they will need to develop the self awareness about their reason for study the learning process itself. And Garcia related it to it very well because he learned how not to give up in life and what it is like to keep moving forward no matter what it is that tries and brings you down in life.

Arnold Garcia's talk relates to my "learning to learn" as a freshman because it demonstrates how students should overcome their obstacles and always try and reach their goals. This is just as Arnold Garcia has done throughout his whole life. Arnold Garcia is a man of many talents and has reached his goals multiple times. He was also faced with many obstacles throughout his life that taught him valuable lessons that he share with us. Arnold Garcia was born in the Philippines to an abusive family who often treated him as if he was a servant. In 1973, his mother moved to the USA and his father did not want to bring him along. His father only let Garcia come along as long as Garcia worked as their servant. At the age of 13 Garcia was kicked out of his house and was homeless. He

mentioned that one of the reasons his family didn't treat him well because he was the darkest of the family. He was also bullied throughout middle school because he had to dress in tattered clothes. However being kicked out of the house did not stop him from wanting to pursue more in his life. Garcia would get up very early in the morning to deliver newspapers and get money to buy himself clothes. Some of the turning points in his life is when he worked at a mental hospital and he got hurt and had to end that part of his life. He then went into the computer business and went on to become a millionaire. However, he was then diagnosed with cancer and lost everything. Some of the lessons the people need to learn is that they need to connect with people on a personal level, failure is a part of the process, believe in your dreams and take action. His talk was anthropological because it shows the resilience people have in order to deal with whatever situation they're in. This also relates to Michael Wesch talk about teaching students to go from "Knowledgeable to Knowledge-able" because they both center around the main idea that students need to find a deeper meaning in life and work towards it.

The other day, Arnold Garcia talked about his life. I cant say I related to his story 100%, but there were aspects that I understood. I understood the idea of being bullied growing up. I used to get bullied for whatever they could think of: for not wearing makeup, for not dressing like other girls my age, for being short, for being passionate, I even got made fun of when my dog was put to sleep. I also could relate to his family being psychologically damaging. I mean, no where near as bad as him, but still. My mom constantly belittles me for wanting to become a famous actress.

His talk could be considered anthropological for two reasons. First being that he talked about how different culture affect how you grow up by telling us how in the Philippines they valued people with fairer skin tones. Second being because he talked about how human react to certain situations, like when his father kicked him out for being "ugly".

Arnold Garcia's Words

Arnold Garcia is the founder and publisher of ShineOn Hollywood Magazine. The magazine is digital because Garcia believes that this will save trees, and it is full of artistic and peoples' stories. Garcia shared his life to the class and he separates it in success, life journey, life turning point, and connecting the dots. He is a Filipino that faced hardship since thirteen but he never gave in life as he looked at the positive things. Throughout his journey he took every opportunity and help that came to him and became successful. His story is touching and encouraging to all as life is full of challenges and decisions.

Garcia's story could be related to learning to learn as a freshman for life is full of obstacles. Garcia had face many problems, which freshmen will face as they move through college and life itself. One should face the problem and experience it to the fullest so that one could learn from it and develop it. Just like how Garcia faced homelessness twice in his life, the second time he knew how to get back up fast because of his first experience. Freshmen will face numerous problems and to solve and advance is to learn from it and develop it to one's

advantage just like Garcia did. In addition, Garcia had to always to look at the positive things in life to move on in life, which freshmen must learn to get through life. Looking at the positive in life are like: oneself is still alive while millions of lives die every day, one could still eat while others starve, or one has clothes than be naked. Freshmen must learn to look at the positive in life to get courage and motives to look at the future and advance. Garcia's story and way of thinking are good examples of a learning to learn scenario for a freshman learning.

Garcia's speech can be connected to anthropological theme of knowledgeable to knowledge-able, by Michael Wesch. Throughout his life, Garcia gained knowledge and experience that helped him survive the world. He used everything he had and turned to knowledge-able by creating a magazine to help other people. Garcia had seen a lot of people in need and had been cheated from their opportunity so he created a way to help them. The magazine contains stories, facts, information, and more. Knowledge could be shared to people through many ways, and to make the world better everyone should have equal knowledge about the world.

Arnold Garcia's talk greatly impacted me as a freshman. He spoke of hardships he had to overcome. Garcia was not a person who had it all and he had to work extra hard to be able to achieve great things. He encountered many obstacles in his life and he never quit. He became very successful and was even able to become a millionaire. He was able to achieve this even though he started off as a young homeless teenager. He is a successful man but he explained to us that we must work for what we want. He let us know that the world we live in can be very cruel and we must be smart. He also spoke of education and its importance. He let us know that education makes us worth something and we should take advantage of it. He advised us to raise our standards, become committed, and act to achieve what we want. He also advised us to live a humble lifestyle and to always be kind. Failure is part of life and we must encounter it to be able to learn and continue to focus on result. This is not reason to give up and we should always keep moving forward. He spoke of having relationships with people. This can be very helpful throughout our lives and it is a way of building connections. His talk was anthropological that related to the Ted Talk by Michael Wesch because both are about taking action. Wesch spoke of the importance of "taking action" and solving the world's problems while Garcia spoke of taking action in your life to achieve success. He spoke of having role models and I feel that he is a great one to follow. Garcia's talk had a great impact in my way of thinking and I will use his advice throughout my time in college and throughout my life.

I was able to connect with the story from Mr. Arnold Garcia. He was born in the Philippines in the 1960s. His family was very poor in the Philippines and because it was hard to find jobs he had to pick up scraps of metals to sell them in order for him to feed himself. His family relocate to the United States in the 1973. His father did not want to bring him with the rest of the family because in the Philippines the darker you are the less fortunate you are and Arnold was the darkest of his family but his father brought him with the condition that had to be a servant to his family. His mother at first when they got to the United States worked as a mate. At the age of 13 his father disowned him and kicked him out of the house. He wasn't sad that he homeless because he lived in a house where he

was abused physically, emotionally, and verbally he was happy that he didn't have to go home. Being homeless didn't stop him from going to school he continued going but he would get bullied because of his clothes. He lived in the streets so he had to dig through the trash to look for clothes and they were dirty and had holes in them. Arnold decided to get a job delivering newspapers but he had to get up at 4 a.m. The money that he would make from delivering the newspaper he would use it to buy clothes but he didn't have enough to buy food. He would find junk and fix it and sell it to make money. His mom faced him the opportunity to work while going to high school but then he had to take some nursing classes while still attending high school. He was the youngest person to work in California he was still 15 when he started working but he ended up having an accident at work and hurt his back and had to take a different path. He ended up working with technology with computer companies and he got some knowledge of it and in 1985 he ended up creating his own business. He became a billionaire in less than six months and then some time after he found out he had cancer. Arnold lost everything he had but he didn't let that bring him down he continued to look for other things to do. That's where he came across the artist industry and wrote an album but it was stolen from him. In 2012 he turned to the magazine industry in Hollywood and he's doing good now. Arnold states that he always looks at the things that are positive and never give up you need to embrace the challenges. Having a fear is part of the process no matter what we have to believe in ourselves. Dream big and chase after your goals.

Reflection: Arnold Garcia's Talk

Arnold Garcia's speech/ story was very inspiring, his story relates to "learning to learn" because he learned a lot through all the struggles he went through. This relates to all freshmen because everyone goes through a lot of struggles to get to where they want to. Arnold talked about his success, life journey, and how he connected the dots. Arnold was born in the early 60's in the Philippines, with an abusive family. His family left for the United States for a better opportunity but his family didn't want to take him because he was the darkest from his family and was treated like a maid. This can be related to "The Woman Who Climbed up the House" because this lady named Gyanumaya was from the lowest castes and was treated differently. When he was thirteen his father disowned him, he became homeless and was bullied in High School. He was bullied in High School because he had no good clothes; all his clothes had holes. He would get up at 4 a.m. morning to deliver newspaper in a bad neighborhood. He would also

collect garbage to fix and sell at the swapmeet, he would use the money to rent a room here and there. In 1996-1997 he had a turning point in his life at Cambio mental hospital. He volunteered 16 hours a day, they provided him a place to sleep and three meals a day. Soon after he was offered a full-time job to nurse. In 1998 he started a computer company and became a millionaire in less than six months. According to Michael Wesch, being Knowledge-able means being able to find, sort, analyze, ultimately criticizing, creating new information and knowledge. Arnold's Talk is "Anthropological" because it contains some of the qualities explained by Michael in his video In 2003 he developed cancer, had 13 months of kimo, he lost everything (friends and family) and became homeless again.

Arnold Garcia is the creator of Hollywood Magazine. Before Arnold talked about his difficult journey through life he explained that he was going to talk about four things success, life journey, life turning point, connecting the dots. Arnold started to talk about his story and things escalated quickly from there. He said he lived with a very abusive family, street life, hard finding a job and also when the war was going on. Arnold Garcia is from the Philippines and his mom and father came to the US when he was younger. At age 13 his father disowned him and he had to live in the street. Later on Arnold explains how living in the street was better than living with his abusive family that told him how to live his life. When he was often bullied at school because he lived in the street. Arnold knew he needed to do something so he could be getting money; get a job. He started working as a newspaper boy and had to work as early as 4 a.m. 1976-1977 was the turning point of his life. He started to work in a mental hospital where he worked 16 hours a day; he also finally had a place to stay and study. He described himself overwhelmed by school and work because they didn't really pay him much since he would mostly volunteer. In 1977 Arnold hurt his back and could not work at the mental hospital institution due to his injury. In 1985, after he recovered from his massive injury, get got his first job as a computer repair. In 1990 he was making 40,000-200,000 dollars. He became a millionaire in over 6 months. In 1998 he formed a computer company. He would sell laptops for 400 to 800 dollars. His company was so successful because he would take good care of his customers and had excellent customer service. Later on in his life he became a singer but that didn't work out for him. Then in 2010 he brought up a singing contest. Now Arnold is the creator of the Hollywood Magazine. His magazine is not about hot gossip about celebrities or rumors; it's about the world and what's going on around us. Arnold life story is very inspiring because spite that he went through all the negative things in his life that only made him want to pursue more in life. "Failure is part of process". His current goal is to bring back mental institutes because there are thousands of people who are in need of help especially those that are homeless. His story relates to "learning to learn" because from his story we learned that its okay to fail because success awaits in

the future. His story is “anthropological” because we analyzed and heard someone’s story and we learned from it.

Talk by Arnold Garcia

I am no longer a freshman, as I am a junior student here at Cal State Los Angeles, but I can still relate to his talk as a freshman. I remember freshman year being a bit scary due to the fact that I was not on my own and had to no one to guide me by the hand. I had no one on me telling to turn in my work, or anyone telling me what to do, I felt and feel independent. I can definitely relate to Arnold Garcia’s life story to mine as of right now. I myself have had many turning points and still have them daily. I’ve experienced failure in courses, not doing as good I expected, doubting what I wanted to be in life, and even doubting whether I knew what I want in life anymore. I experience problems in school, at home, and with myself. What Arnold Garcia taught me is these turning points are like a dark tunnel. On our journey’s everyone goes through a dark tunnel at a point, also known as turning points. We have to keep walking through the tunnel to reach the light, it does not last forever. We can’t let these turning points weigh us down we have to stay strong. No matter how hard the situation we have to try our best to pull through especially for the things, and people we love and/or care about in life. Arnold Garcia’s talk relates to “The [Woman Who Climbed the House](#)” in the concept of identity. The reason is because Arnold had to find out who he was and what he wanted through his life turning points. He showed his identity through his actions despite the life turning points that he experienced. Everyone has life turning points, but we must stay strong and pull through, we must hold on to hope.

Reflection: Arnold Garcia’s Talk

A. Mr. Garcia’s talk related to me as a freshman because he talked about failure, turning points and success. All these things are on my mind daily. The way he described failure was as follows: failure is just a part of life. This allows me to see that if I do not succeed the first time I will just have to dust myself off and try it again, I cannot give up. The turning points in his life were many, he became a millionaire in about six months thanks to his idea of building a computer company from the ground up, the program was called Micro Flex Technology. He overcame many challenges in his life. From rural beginnings and destructive relationships at home to being successful to losing everything and due to that losing everyone. He then went on to his music career and again ran into money and a type of humble fame. He never allowed the bad and draining parts of his life to take over him, he pushed through and made something out of himself. His success story shows me that obstacles can be overcome and diminished by the way you not only carry yourself but by how you face your problems in life. Actions are required for you to have a better life, you cannot just sit there and expect for things to get better, you need to make that move yourself. His talk relates to my, “learning to learn” textbook because he explains ways to go through life in a way that is positive and will push you to success rather than stump you.

B. Mr. Garcia’s talk way anthropological in the sense that, referring to “The Woman Who Climbed up the House”, your identity, in a way is shaped by your history but you are more than

that. You can change the script and become more than what is expected from you, You can break away from what is socially accepted. Referring to Michael Wesch's "Knowledgeable to Knowledge-able", Mr. Garcia, in a way did what Wesch was talking about. Mr. Garcia engaged in life, to make it better, he did not simply sit there.

Early Class:

Arnold Garcia is a man that has experienced the extremes of life. He started from the lowest, rose to the top, fell down and managed to still keep moving forward. Throughout his talk I couldn't help but to be mad, at the way life has treated him since I believed no one should have to go through what he went through. Yet by the end of it I realized that the saying "everything happens for a reason," actually holds some meaning in his story. Garcia had to face his situation by any means he could, first he understood that he needed his education and to simulate into society thus, even though he was homeless at the age of 13 he managed to use the few resources he had available to him and sell products he repaired in the swap meet. With the little money he managed to save up, he bought cloth and food to survive, eventually finding refuge in a hospital where he helped out for a small room and 3 meals a day. Later on he became the youngest person to be hired for an actual job at the age of 15. Not having to worry about having a roof on him and food, Garcia focused on his schooling and managed to train himself with special computer classes, at his time computers were not for the consumer so finding a business there he managed to become a millionaire. His story identified with us because we are trying to use our resources as best as we can. We are searching for what we can find to ultimately make a living and help others as we choose to. His talk is anthropological because it shows how ingenuity and understanding his environment helped him overcome the challenges he faced until finally reaching his goal.

Arnold Garcia

Arnold Garcia's talk related to learning to learn as a freshman by expressing how important education is. His success story from going from having very little to having everything showed how hard he had to work to get to where he is today. He talked about his life story in 4 segments: success, life turning points, connecting points, and his journey. In his life turning points he said "school was his escape from everything." He wished he could stay there but also had to work so he could have money for a meal. He related all of his success and his life to school and how he learned a few things when he has nothing so he could send himself to school. His talk was anthropological because some of his ideas related to the Ted Talks video such as finding his importance in the world. Arnold found his importance when he decided to make the Shine on Hollywood magazine since he had been in the Entertainment industry to showcase more of the positive aspects of Hollywood rather than the gossip and the lies. As his magazine became one of the top 3 hits on google search he saw his rapid success make him a billionaire. He also was able to inform students about being able to be knowledgeable to knowledge-able with this newfound knowledge he made his own computer business and essentially was in other fields and built his knowledge. As Arnold Garcia became successful and well-known he focused all his attention on Shine on Hollywood so that readers would be able to read not gossip but the actual truth and know from people themselves their stories through interviews and their story that could

or could not be published in the magazine depending on if they help the community not just because their father is famous but from their actual story alone.

Mr. Arnold Garcia's talk on Wednesday correlates to my knowledge of "learning to learn" by the harsh coming of age which he experienced growing up. You have a man, whom was born in the Philippines in the 1960s. Dark skinned Philippines were viewed to be dirty, such that they were mainly servants. Born in a society which implemented a type of way a person should be seen causing Garcia to feel hatred towards himself, whom was kicked out of his own house at the age of 13, and had to fight to stay alive. Arnold Garcia, an entrepreneur if you might say had to give everything he had worked for to the world because of the horrific new of him having cancer. Garcia, now homeless, working on the "Shine On Hollywood" magazine in his car had lost all his so called friends when he gave everything up. Garcia's opinion about the entertainment people and as well as people of money has drastically changed throughout his coming of age because of the false image implemented by media. This correlates with "learning to learn" because Garcia told us to take our experiences into account when taking an action.

Arnold Garcia's talk is anthropological in the sense of him learning from his previous experiences. From "Knowledgeable to Knowledge-able" by Michael Welch, one point which is stated by Welch is using the hardships which we grow up in to improve ourselves. This is shown in Garcia's speech by him telling us that the obstacles which he faced growing up defined him as a person. Garcia views himself as a person with determination and confidence. Overall, Garcia's talk is anthropological and correlates with Michael Welch because he uses his hard comings as a motivation towards helping the next generation succeed in their lives.

On Wednesday October 19 Arnold Garcia the founder of Shine on Hollywood he came to talk about the struggles he encountered to get where he is now. Him coming to talk to us relates to "Learning to Learn" as a freshman because him talking about the struggles of his experiences will help us the freshman's not get discouraged on struggles we are facing now because if you put your heart on it you will conquer your troubles. Garcia talked a lot about his childhood, how he was looked at differently because he was darker than his siblings. Him and his family moved to the US for the reason that every immigrant come to the US to have a better life and to find work. His family treated him like a servant until he got kicked out of his own house. He would struggle to find a job but would never beg for jobs he just worked hard looking for one. He was homeless he didn't have was sleeping in the streets and didn't have enough money for food. He was going to school when he was offered a job to be a nurse. He had to go to school and study to be a nurse at the age 15. Until he got injured and had to stop working. In 1998 he become a millionaire with miroflex. He became a millionaire in 6 months because he says he knows he numbers and what need to get done. He says all the companies he worked with loved him because he was polite to them. He would always find a way to make his customers happy. Sadly, in 2013, he found out that he had cancer. He lost everything he was back living in the streets living in his car and looking for a job to pay for his chemo. His talk about anthropological relates to this reading because if he never learned the process of never giving up he would have never given up. Wesch said that is why education is important in your life too.

A) Arnold Garcia's speech was very inspiring because he went through a lot of trials in his life and he did not let any of it affect his dreams and goals. He suffered a lot with his family and his own health. His parents disowned him at the age of 13. He was seen as his families' servant and ugly for being born a darker skinned Filipino. He worked through all his obstacles and eventually became a millionaire. He lost everything when he was diagnosed with cancer because he had to focus on his health. As he got better he worked on his magazine idea. He wanted to create a magazine that focused on what people did to help the community rather than gossip and celebrities. He got Hollywood Magazine to be the third most googled topic and got 26.6 million hits. He mentioned that he is not as rich as he used to be, but he has enough to be happy in life and at heart.

B) His talk was anthropological because although his family was taught to not accept dark skinned Filipino's he did not let that dictate how he saw others and made his own life choices. He took what had happened to him as a positive thing to learn from and used it to pursue his dreams. He never victimized himself because he realized that, that would only hold him back. This relates back to how you go from knowledgeable to knowledge-able as Michael Wesch said. He used the knowledge he learned to make a future for himself. Instead of being held back by his past he was able to push himself and work hard. He started to work at a very young age because he was forced to by himself. He recycled, fixed old furniture, and did small things to get by. Then as he gained more knowledge he got into computers and made his own business. And now he has a very successful magazine that he is proud of.

The lecture Arnold Garcia gave to the class was inspiring as he overcame a lot in his life. From the beginning when he was racially discriminated by his own family because he was he had the darkest skin in his family. The talk relates to "learning to learn" by knowing that when you are at your worse it is only a matter of time your life will switch. The lecture Mr. Garcia gave was anthropological because we as anthropologists had to record the information we were given. An idea that I recommend from Wesch is to find ourselves and the meaning of life. As students, we are curious about what life has for us but first we should figure out what we want from life. The life Mr. Arnold has gone through is inspiring because when he was at his lowest he never let life get to him. He always looked forward and never gave up, always looking for a better tomorrow. The inspiring story he gave was when he had to go through the garbage to get clothes because students would make fun of him. Another inspiring story to me was when he talked about he wants to talk about the truth in Hollywood and not the BS that goes in Hollywood. The story that really connected to me was the one when he became a millionaire and all of a sudden he had a bunch of friends. This questions your true friends and other people around you that might be so called your "friends".

During the speech, Arnold Garcia explained many points through his life. His talked was organized step by step of things he went through in his life. He explained his standpoint and his turning points. First he talked about his success. Then he stated about when he first started, where he grew up and many personal details. His speech helped my "learning to learn" by helping me understand that it's not about being knowledgeable but knowledge-able. Things are learned as time passes, we don't learn things one day to another. We must use of thick mind to go through the stages of learning. The mind is powerful its self but our desire to learn more is what is powerful. In my first year as I freshman I did not understand anything and I wanted to give up on school. If I would have heard Arnold's speech last year I would have gotten more motivated. Garcia's speech helped realize that it's not about wanting something, but doing whatever it takes to get there. Garcia's speech is anthropological because he talked about the process of his life step by step. Anthropologist sum up their research such as Arnold summed up all his past experiences. Also, anthropologist help the audience learn about things we never knew about and try to convince us to learn more. Arnold

persuades the audience (the class) to keep striving for their goals in life. Michael Wesch explained short story about a little bird who tried to save the world from dying because of the fire. The bird little by little tried to get water to put down the fire, even if he was small. All the animals judged him because he was small and probably was not going to put down the fire. However the little bird tried and didn't give up even if all the animals fled for their lives. Arnold is similar to this because people didn't believe in him until he made a change. He believed in himself and tried until he became successful.

Arnold Garcia, the founder of Shine on Hollywood, gave a speech to our class about his life and success. Garcia's talk related to my "learning to learn" as a freshman because he told the class about his own personal struggles and experiences. His experiences and advices will help me as a freshman explore the world. Garcia spoke about his childhood, when he was treated less than his siblings due to his skin being darker. He stated that In the Philippine culture, beauty was seen to be of those who has fairer skin. His family fled to the USA for a better life but his father wanted Garcia to stay in the Philippines. His family and him came to the Napa Valley and Vallejo in Northern California. Around the age of 13, Garcia was kicked out the house. He ignored the crime that he saw daily, which I did too growing up. He never took anything for granted and would make his own money rather than beg and plead. He then became a full time nursing assistant at the age of 15. In 1990, he had sale in computer and in 1998, he became a millionaire with microflex. Garcia says that the best thing is to pay attention to the customers. It will be worth it because of the connection and bond that will be built. However, despite being a millionaire, he lost everything in 2003 as well as developing cancer. Garcia then showcased "Shine on Hollywood" to show that the positive side of Hollywood unlike the other gossipy magazines. Garcia showed anthropology by connecting and communicating with the students to help us gain from his experiences and endeavors. The students learned the background of Garcia, where he grew up and his upbringings. His story is amazing and I hope to be able to overcome success despite all odds like he did.

As Mr. Arnold Garcia was speaking I noticed that I could apply his talk to my "learning to learn" by understanding that we should use our vast experiences as a weapon. Learning how to use our knowledge from experience as an advantage, and not a discouragement, so that we can actually take action and apply our knowledge. Because like Mr. Arnold stated, it is not enough to enough to know, you must take action. His talk is anthropological because I noticed that every major achievement, besides becoming a millionaire in six months once, took place within an average span of 7-8 years. Which I think is proof that in order to understand a "culture" or profession. Like, music, magazines, or computer technology, you must first dedicate a lot of TIME into that subject, so that you can learn from EXPERIENCE. I can connect this to the talk by Michael Wesch because he says that in order to become a good student you must form great learning habits, and you only do this by trial and error, observing what works and what doesn't. The only way to know what resources are available and what are the best resources. For example, Arnold discovered that communication is really important, so the greatest resource is connections to people, but not via text, calls, or videocall, because it is important to interact with people, one on one, so you can really understand

the people you work with. Another thing that Arnold learned to do is to find a role model and then tap into their knowledge. His theory is that if you pay attention to how they think, it will save you a lot of time. For the ultimate goal, which is to work smarter, not harder. He also really encouraged believing in yourself

Arnold Garcia's talk was profoundly impacting in my journey as a freshman. His education meant everything to him, and that is how I feel about my education. During, his journey he had to face a lot of personal issues in which helped him learn more. His speech let me see the other side of a negative situation, there is always a positive side. As a freshman I am going to face a lot of issues academic and personal wise, but what I have to keep in mind is that these obstacles are in my life to learn from them. I can not run away from my problems but to embrace them and learn a lesson from them. I have to be responsible and take action upon those issues that will happen to me as a freshman. This way if the issue rises again I will have the practical knowledge to know what my next time is. There will always be a next time, I will not give up.

Garcia's talk was "anthropological" in the sense that every situation he faced he observed it and learned that everything has a process. He picked up analyzation skills to know how to resolve the issues he faced. In the talk, *From Knowledge to Knowledge-able* by, Michael Wesch he mentioned that in order for someone to become knowledge-able they will need to develop the self awareness about their reason for study the learning process itself. That is what Garcia did throughout his life he learned the process of never giving up and learning to make a situation if he did not have one. He also the purpose why education was used, he knew it was for him to make someone of himself. That is also another thing Wesch mentioned how and why you need education in your life.

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Arnold Garcia has had an interesting life. He came to class and told us all about it and more. He was born in the early 60's in the Philippines. His family was quite poor so he had to pick metal scraps and sell them to be able to feed himself. He was abused physically, emotionally, and verbally. They relocated to the United States in 1973, at first they were not going to allow Arnold to come but his father decided to let him on the condition that he become a servant to his family. At 13 years of age he was disowned and kicked out of the house. He was homeless, but being homeless he still kept going to high school. He knew that getting his education was very important. Arnold would constantly get bullied. The kids would make fun of him cause of his clothes, they had holes and were dirty. Since he was homeless he had to wear whatever he could get his hands on. He decided to get a job giving out newspapers at 4 a.m. so he could afford to get better clothes. From 1976 to 2016 he has had many turning points in his life. Whether they were bad or good he did not let them stop him from moving forward. He explained to us that no matter what we have to believe in ourselves. He gave us strategies in which we could use to become successful ourselves. We have to believe that we can achieve a certain goal, we must not take failure so lightly. With failure that's how we grow. We must chase any opportunities that present themselves to us. This relates to the book and helps me as a freshman because I am still starting so these pieces of advice will truly help me advance in my life.

Arnold Garcia's speech, Oct 19, 2016 at the LA Cal State University

Intro: I'm honored to be here at Cal State LA which is one of the finest schools in Los Angeles. Today, I wanted to share you my story in 4 different segments of my life and I hope this urges you to pursue your dreams and see the opportunities in life's setbacks.

- Acknowledge Swan
- 4 Level Format of speeches:

1. MY SUCCESS:

- 2012, I formed a publication, generating 26.6m readers in 140 countries within 4 years. We became the fastest growing publication to ever come out of Hollywood: Shine On Hollywood Magazine
- 2010, I created A&G Entertainment Productions to help prepare young artists in development and business knowledge
- 2006 – Arnold G, wining #1 on various dance charts around the world. My music has been acknowledge at the Grammys, MTV, Billboard and hitting #1 artist multiple times at the ReverbNation.com. I have traveled around the world, etc.
- 1984 to 1997, Computer and High-tech industry, had a high positions VP, General Manager, etc in fortune 500 companies in hardware and software
- 1977 to 1983, I had worked at the mental hospital as a Psychiatric Technician in Camarillo State Hospital. It's now the University of Channel Island

2. LIFE JOURNEY:

- PHILIPPINES: I was born in early 60's in the Philippines. My challenges were a choice between life at home with an abusive family vs street life where civil war was going on and hard to find a job. But I was able to pick metal scrap, sell it and clean jeeps for a small amount of money to help feed myself. Most of the time, I couldn't find a job and I have to force myself to got back home and take all the beating. Physically, emotionally and verbally.
- USA: in 1973, my mother fled to USA to offer better life for the family. But my father wanted to leave me in the PI. My mother fought to get me here with an agreement that I will be the servant to the family. We recited in Napa Valley, Northern California until my father got in trouble from the law and moved to Vallejo where the minorities lived.
- When I was 13 years old, my father disowned me and was on the street homeless...bullied in Junior High School

Earned Money to survive in Vallejo:

* Worked as a newspaper boy

* Collected furniture and electronic trashes fix it and sell it at the local swap-meet every Saturday and Sunday. Bought decent clothes at the thrift stores so I won't get bullied.

3. MY LIFE TURNING POINTS:

- 1976 – 1977, I volunteer at the Camarillo State Hospital, putting 16 hours a day when I'm on break or off High School. CSH provided me a place to stay and 3 meals a day. But I was on call all the time to help. While I was able to put the time on there, they offered me a full-time job as a nursing assistant. I had to attend nursing school while I was in High School. I couldn't focus 100% in high school. I was overwhelmed. I didn't have social life nor life of my own. But I was very fortunate to have a roof over my head and meals. I sacrifice it all and gave the best performances while I'm making a difference.
- 1977, I was offered to work. I was the youngest person ever got hired in State. I was only 15 years old. A few months before I turned 16 years old.
- 1983, I was injured at work when a disk slipped on my back while breaking up a fight on duty.
- 1984, I decided to change my career to computers. Which didn't hardly exist. I had to find a special counselor to help me find a classes where I learn more about the computers.
- 1985, I got my first job in computer repair and system analysis.
- 1990, I was earning \$40 to 100k in sales and worked with many fortune 500 companies. I surpassed and plateau all the highest job position in the industry. Bringing millions of dollars in sales. Over exceeding my quotas. I held various of high position titles like Executive Manager to VP of Sales. Created and developed another segment of the companies by producing departments that matter to the companies. I was very successful.
- 1998, I formed my computer company Microflex Technology and became a millionaire in less than 6 months. Building laptops and selling to resellers, VARS and System Integrators. Earning 30 to 60 points profits per laptop sold and shipping a few hundred laptop for per week with 16 employees.
- 2003, I developed cancer. Been battling till now. Yet, never stop fighting and refuse to dwell on it.
- 2006, I went into the music industry and released my first album and travelled around the world. My album was embezzled from the record label. Which I won't mention the name. Not 1 penny I received from the sales. This is when I decided to stop. Besides, I went into the music industry to learn the industry. I've learned

from all the BS that is applied then and still now. Many artists around the world are getting snaked.

- 2010, I formed A&G Entertainment Productions to help develop and educate them about the music business. I created singing contest and mentorship programs. Shine On was born. These shows were:
 1. Local celebrity singing contest, preparing young artists for the bigger screen like American Idol, etc.
 2. Shine On Hollywood Showcase “Artists Meet The Industry” where industry professionals judge their ability on their performances before signing. It was a great platform for artists to be heard and challenge their ability to showcase their talents. We had two successful events. Until the industry took the concept and owned it.
 3. Bring It On! 6-weeks Singing Contest Mentorship program. Out of my experience, I offered all the 13 chosen candidates to hone their skills by offering stage coaching, vocal coaching, branding and self-confidence.
 4. 2012, I created and developed Shine On Hollywood Magazine. Today, SOHM became the fastest growing publication ever come out of Hollywood with 26.6 Million hits in 140+ countries. Hitting top 3 on Google search “Hollywood Magazine”. Surpass all the other major publications that has been around for 30 to 80 years.

4. CONNECTING THE DOTS

- EDUCATION: When I went to junior high school in Vallejo, regardless of the bullying and challenges, just knowing being in school it felt like I was worth something and I was among other students. Instead of being a captive in my room at home almost 24/7. I felt free and with full of hopes. This is the reason why I stuck with school. It was my outlet. I tried my best to stay in school till college and I ending up working and making millions of dollars. Since then, it was difficult for me to return in school.
- SOHM: I have no writing skills, education on publication, my English is not perfect and plus I have no skills on graphic designing and I didn't have any money to spend building my publication. I utilized all the free software, including our website are free, today. I've learned to run the company frugally. It was hobby at first. Within 6 months, I saw the numbers going up and people are commenting on. Today, we ranked top 3 on Google search “Hollywood Magazine” beating all other major publications that has been around 30-80 years.

- CLOSING STATEMENT: It's important to connect all the dots that contributed in your life. These are the key elements to get through in life, personal and professional.

- RAISE YOUR STANDARD: If you raise your standards but don't really believe you can meet them, you've already sabotaged yourself.

-YOUR COMMITMENT: In order to keep your commitment, you need the best strategies for achieving results. I'll tell you now that best strategy in almost any case is to find a role-model, someone who's already getting the results you want, and then tap into their knowledge. Learn what they are doing, what their core beliefs are, and how they think. Not only will this make you more effective, it will also save you a huge amount of time because you won't have to reinvent the wheel. You can fine-tune it, reshape even make it better.

- TAKE ACTION: You see, in life of people know what to do, but few people actually do what they know. Knowing is not enough! You must take action. So you can continued to make key distinctions about how to produce results more quickly. By utilizing the strategies I'm telling you right now, you can immediately and dramatically change your performance.

-RELATIONSHIP WITH PEOPLE: As you achieve mastery of all-important skills, you will learn how to connect with people at the deepest level and be rewarded with something we all want to experience: a sense of contribution, of knowing that we have made a difference in other people's lives. I've found that, for me, the greatest resources is a relationship because it opens the doors to every resource I need.

-LIFESTYLE: My lifestyle may not be the answer for you. My dreams and goals may not for yours. I believe, though, that the lessons I've learned about how to turn dreams into reality, how to make the intangible and make it real, are fundamental to achieving any level of personal or professional success.

I created SOHM to be an action guide to providing a positive, meaningful and educational experience and to inspire you with knowledge and information from creative qualified industry professionals.”

- KEY ELEMENTS: Learning to learn.

- All of the challenges and hard work, these dots will help you connect to your future.

- Never let anyone say you can't do it. That's their circumstances. Not yours.

- Believe in your passion and take action.

- Be smart about the decision you make. But, remember, regardless of the outcome, you still learned from it. Use it to benefit you. Not to condemn yourself.

- Failure is part of the process in life. It will lead you to success.

- Dream big and aim high! Do not settle for less.

- Never get discouraged nor be passion from others who don't understand you. Only speak to the people who can encourage you. As long you doing something positive in your life. No one can take that away from.

- Once you master all of these skills, you don't need permission from anyone who can only dictate you are. Be your own master and best as you can be. This will help you overcome all obstacles that comes your way.

- Embrace challenges and use it to empower you to the fullest.

- The most important of all, Love yourself. Be your best friend. Respect yourself and be grateful for who you are. Not in the conceited way. In a loving way, never sell yourself to the devil. It will soon catch with you in time. Regardless how it might sound good. Stick with your guts and your intuition.

- Have faith in yourself and people. Not to judge quickly without knowing the facts.

- Not to engage to gossip, negative news and what you read. Get your facts.

- Stay humble and be kind to people. Remember, opportunity happens when you create them. Focus on result. Make yourself necessary!

Open for Q&A





Arnold, Swan, LACS Administrator, and Alvaro J. Gutierrez