

December 25, 2026

Dear Hourbooks,

I was surprised when I unwrapped the beautiful small book from my son two Christmases ago: *Regenerative Economics? Really?*

As a retired college professor, I was depressed about what was happening in the world, and sad about the future of my grandchildren. But I began to feel more hopeful as I read and understood more about why things were so screwed up, and how we could actually change course for real.

What a pleasure to hold a book and finish it in one sitting!

I began giving them to every group I'm a part of, as an investment in the future of my grandchildren.

Thank you for small smart books that changed my mind and helped me change the world around me for the better.

Tom Tiller,  
A grateful grandfather and former college professor

March 31, 2027

Dear Hourbooks,

I was skeptical when one of the younger managers in our investment firm handed all the Directors your book on Regenerative Finance at our quarterly meeting three years ago. But we respected her, plus the book was a gift, and attractive, and short!

I opened it on my lunch break thinking it was probably another pitch on sustainability. But it was different, and deeper, and I finished the book easily even though I'm not a great reader. I felt really satisfied, a rare feeling of completion and comprehension.

When I shared what I learned with my wife, her face slowly turned into a big smile that said loud and clear: he finally gets it. We had the best sex we've had in years that night.

It was smart to give the book to all the Directors because we began to explore how and why we invest. We have done very well for our clients and have the satisfaction of generating returns from companies that benefit society and the environment.

We give the book to all our clients. I thought you'd like to know!

Max Moneto, Moneto Investments

Earth Day, 2034

Dear Hourbooks,

Ten years ago, I picked up a cool-looking free book from a table at the Earth Day celebration in Santa Barbara. I popped it into my backpack and forgot about it as I went to hear the band.

There it was when I got home. I flipped it open for the hell of it, and my eyes fell on a chart comparing conventional economics with 'regenerative' economics. I'd never heard of that but it made total sense, so I read the whole book even though it was past midnight.

The part about technology really turned me on. I was taking classes in tech at City College, but the thought of what it could really be FOR (besides making money) had not entered my mind. It was the seed planted in my brain that still remains.

It sprouted into my starting a tech company to organize people to benefit the planet as only humans with our tools can. We've grown into a major company recognized in Forbes.

We've bought a lot of those small books for technology classes at city colleges and state universities over the years. I thought you'd like to know.

David Dolittle, Founder and CEO of Keystone Humans