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Spiritual Capitalism:

FDNY Inspires Wall Street Execs

New York, NY (October 1, 2006) - Partners in a premier Wall Street search firm, Peter Ressler and Monika Mitchell Ressler have declared a cultural revolution, which they call "Capitalism with a Conscience." Inspired by their extraordinary experiences with NY firefighters after 9/11, the Resslers have written a breakthrough book, ***Spiritual Capitalism: How 9/11 Gave Us Nine Spiritual Lessons of Work and Business***. This dramatic story tells how the 9/11 tragedy and the business scandals that followed transformed their thinking in business.

Successful chief execs who represent top investment banks and global hedge funds, the Resslers lay out in *Spiritual Capitalism* their simple, gratifying steps to finding deeper meaning and purpose in work:

- replacing greed with the FDNY code of honor and service
- how to profit and benefit others through your work
- the bottom line versus the human bottom line
- "responsibility of the fittest" vs. "survival of the fittest"

New York Times columnist, John Tierney, calls this emerging trend "Capitalism With a Heart." He wrote, "Tycoons have traditionally discovered their inner saint only after exorcising their inner capitalist." As examples, he mentions the philanthropy and social activism of Bill Gates, Warren Buffet, Google's two founders, and Howard Schultz, CEO of Starbucks.

Jeffrey R. Immelt, successor to Jack Welch at General Electric, became CEO on September 10, 2001. Like the Resslers, he was transformed by the disaster. He told the magazine, *Fast Company*, "Enron and 9/11 marked the end of an era of individual freedom and the beginning of personal responsibility." In a talk to Harvard Business School students, he said, "You have an opportunity in your lifetime to make a difference. The most important decision you'll make is, are you going to be a giver or a taker?"

Peter and Monika Ressler draw attention to corporate ethics issues such as the Hewlett-Packard Board investigation, and how it is increasingly unacceptable for the ends to justify any means – legal or illegal. Together with the outspoken titans of industry, the Resslers are changing the face of corporate culture. The two make frequent radio and TV appearances and are sought-after presenters at corporate meetings and business schools, bringing the firefighters' code to business with the topic, "What the FDNY Taught Wall Street About Money."

TITLE *Spiritual Capitalism: How 9/11 Gave Us Nine Spiritual Lessons of Work and Business*

PUBLICATION DATE: February 2007

PUBLISHER: Chilmark Books

AUTHORS: Peter Ressler, Monika Mitchell Ressler

ISBN: 0-9761984-2-8

DISTRIBUTION: Midpoint Trade Books

INFORMATION: www.spiritualcapitalism.com

LIST PRICE: \$16.95

FORMAT: Paperback, 6"x9", 288 pages

PRAISE FOR *SPIRITUAL CAPITALISM*

by Peter Ressler and Monika Mitchell Ressler

As Peter Ressler and Monika Mitchell Ressler so eloquently write, spirituality and good business practices can go hand in hand, while pursuit of profit is not inconsistent with an individual's ethical duty to serve the community. I recommend this book to all who set high objectives for both.

—**NJ Governor, Jon Corzine, Former Chairman of Goldman Sachs**

Finally, someone has put true meaning to the tragedy of 9/11 and the sacrifices made by 343 New York City firefighters.

—**Peter Gorman, President – Uniformed Fire Officers Association**

Your treatment of spirituality and covenant are a breath of fresh air in our hectic lives. September 11, 2001 exemplified the sacred covenant New York City firefighters have with each other and the public we serve.

—**Stephen J. Cassidy, President – Uniformed Firefighters Association**

The world of capitalism is being called to protect the life and property of the global community. A must read for anyone in the working world.

—**FDNY Chaplain, Fr. Christopher Keenan, OFM**

I did not want it to end. I'm not a reader, but it grabbed me. I think every firefighter feels this way.

—**Lt. Anthony Mauro, 11th Division FDNY**

One of the best books I've read on the principles of human life and how to live it – put into this incredible story. You just want to hug everyone in it.

—**Jim Mirenda, Managing Director – JP Morgan**

A landmark on Wall Street.

—**Deborah Italiano, VP – Morgan Stanley**

It's a perfect hit...nothing short of masterful.

—**Becky Allen, Visionary Writers On Purpose**

Like the courageous firefighters on 9/11 who seemed oblivious to risk and determined to save lives, *Spiritual Capitalism: How 9/11 Gave Us Nine Spiritual Lessons of Work and Business* by Peter Ressler and Monika Mitchell Ressler asks us to look beyond the immediate financial success of a person or organization. The power of giving and the power of sharing only enhances our self worth and gives meaning to the essence of our lives.

—**Martin Shafiroff, Managing Director – Lehman Brothers**

FOR MORE INFORMATION CONTACT
Warwick Associates (707) 939-9212/publicity@vom.com

MEET THE AUTHORS

PETER RESSLER and MONIKA MITCHELL RESSLER

are husband and wife and Chief Executives of a premier Wall Street search firm, The Ressler Mitchell Group.

Specializing in institutional debt and equity, sales and trading, they represent many of the most influential market makers in the financial industry, from investment banks to global hedge funds and securities firms, worldwide.



Bold New Voices in the Business World

Movers and shakers, the Resslers are driven and competitive business persons catering to Wall Street's elite. After two decades in the cutthroat arena of Wall Street headhunting, their personal and profound experiences through the tragedy of 9/11 and close associations with New York City firefighters inspired them to find deeper meaning in their working lives.

Peter Ressler is a twenty-five year Wall Street veteran. After graduating with a business degree from Cornell University he joined a prominent investment banking search firm. He rose rapidly through the firm's ranks becoming top producer and Managing Director in charge of sales and trading search for the institutional bond markets.

Three months after the September 11 tragedy, Peter became a volunteer firefighter in his Long Island community. He is currently a member of two volunteer fire departments in his New Jersey community and a member of the Firefighter Assist Search Team (FAST).

Monika Mitchell Ressler started her professional career as an actress in New York after receiving a BA in theatre from SUNY. She spent several years directing and producing a prominent West Side theatre company before becoming a Wall Street recruiter. At RMG, she quickly expanded and developed the client base and began a real-estate investment division.

In 1995, the Resslers opened The Ressler Mitchell Group and together they expanded their bond market search business to include capital markets, real estate development, derivative, asset-backed and mortgage-backed securities. Both Peter and Monika serve on the Board of Trustees for the Association of Spirit at Work, and are active members of The Fiver Foundation and The World Business Academy. They serve as key presenters for the UN Global Compact for Values in Business.

Spokespersons for Capitalism with a Conscience

The Resslers lecture and conduct seminars on Spiritual Capitalism, business ethics and The Human Side of Business. They are dynamic speakers who appear frequently in the media and at corporate events and conferences in the US and Canada.

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PUBLIC APPEARANCES BY AUTHORS

Peter Ressler and Monika Mitchell Ressler

2006

United Nations Global Compact-Values in Business Briefing / New York / Speakers, Panelists

International Spirit at Work Annual Awards Conference / New York / Keynote speakers

WLIB 1190 AM Marc Sussman's *Green America* show / Talk show guests

Museum of American Finance / New York / Author talk with Q & A

Small Business Association Annual Awards / New York / Keynote speakers

Science of Mind / March Issue / Feature Article and Interview by Barbara Stahura

Fordham University Graduate School of Business / New York /
Core Management Program, Speakers

5th International Conference of CIRAN / Montreal, Canada /
Keynote Speakers, *Spirituality in Management*

Association for Spirit at Work Conference / New York / Author talk & book signing

WCVG 1320 AM *Tracie Live Show* / Latonia, KY / Talk show guests

2005

AM 720 *The Voice - Curt Snider Show* / Atlanta, GA / Guests

Montclair University Graduate Business School / New Jersey /
Core Management Class, Lecturers

Clinton Book Shop / New Jersey / Author book signing

Dr. Carole's Couch / Author interview and discussion with Dr. Carole Lieberman

2005 International Spirit At Work (ISAW) Awards Conference / New York / Sponsors

New Life Expo: Spiritual Capitalism: Pipe-Dream or Possibility? / New York / Speakers

Transforming Business Conference 2005 / Santa Barbara, CA / Sponsors

Public Appearances by Peter Ressler and Monika Mitchell Ressler *continued*

1500 days later / 9/11 Documentary Film-Polish TV/Director Marcin Fabjanski interviews the Ressler

90.7 FM WFUV Fordham University National Public Radio / New York / Guests

790 AM KGMI *The Connection Show* with Amanda Hostetler / Bellingham, WA / Guests

Bunch of Grapes Bookstore / Martha's Vineyard, MA / Author talk & book signing

Plum TV Cable Channel 76 / Martha's Vineyard, MA / Author interview

1400 AM KQMS *Murray in the Morning* show - Ken Murray / Redding, CA / Guests

98.9 FM WSPA *Motivational Mondays* – Bo Griffen / Greenville, SC / Guests

1540 AM KXEL *On the Air* with Mike Bunge / Waterloo, Iowa / Guests

St. Louis County Library / St. Louis, Missouri / Author talk and book signing

Lebanon Books / Lebanon, Missouri / Author book signing

Ninth Street Bookstore / Columbia, Missouri / Author book signing

Mattingly's Music & Book Store / Newton, Iowa / Author book signing

The Bookstore / Des Moines, Iowa / Author book signing

Transitions Bookstore / Chicago, Illinois / Author talk & book signing

650 AM KGAB *The Morning Show* with Dave Chaffin & Amy Richards / Wyoming / Guests

Companies That Care Annual Awards Dinner / Chicago, Illinois / Keynote speakers

89.5 FM CIUT *Watching the Detectives* – Rick Vassalo / Toronto, Canada / Guests

Worthwhile Magazine interviews Peter Ressler *Out of Tragedy, Meaning* / March Issue

A Man's World - Bernie Ahearn / Manhattan Beach, CA / Guests / www.healthylife.com

1010 AM KIND *The Chris Kodiak Show* / Independence, KS / Guests

1370 AM WAXE *The Florida Show* – Rhett Palmer / Vero Beach, FL / Guests

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