



WHAT IT IS:

While our nation is experiencing a crime wave like nothing we've ever seen before, it's time for us to begin "thinking" of ways to combat this senseless waste of human lives!

Early one morning, I awoke to a barrage of thoughts aimed at conquering this problem. The words, "think Houston, think Houston, think Houston" began to pound in my mind. Quickly, I reached for my sketch pad and began developing billboard signs that could capture the attention of drivers in Houston, Texas.

I couldn't stop sketching, never realizing that, like a huge tree, these drawings could become the embryo for an enormous program that could change the thinking of thousands of people in any large metropolitan area.

At first, I was very skeptical of what my family and friends would think. But in my heart, I knew this was too good to leave on a shelf to create dust and then fall into a black hole of "regret."

I kept thinking about the possibility of my wife and I being gunned down here in Houston, while my son, who would soon report to Camp Lejeune in North Carolina for basic training as a Marine—would never hug his mom and dad again or know what had happened to them.

These incredible thoughts that were racing through my mind finally began to make sense. Those seeds, floating through my head, had to be planted! While drawing all these sketches, I was beginning to realize that this plan could affect our entire nation. As individuals and companies begin to support it, I felt sure that it could be translated into a "great vision" for a great cause.

The thought of sowing a seed in the minds of thousands of commuters, who "happen" to glance at a profound message on a billboard, was amazing! But even more preposterous was the fact that a dozen written words could become a thousand unspoken words that could change a person's irrational behavior to one of peace and calmness!

So, what about the mission and vision statement? Could it embrace a message of hope and integrity that could eventually transform a criminal mindset to one of life and peace?

“Think” about this: In just three short years, from 2019 – 2021, the homicides in our city have catapulted from 210 to a staggering 417 deaths. A deranged soul has no respect for life!

I quote from the Communist leader of Russia who once said: “America is that of a healthy body. But take away its spirituality, its morality and its integrity, and it will self-destruct!” (Joseph Stalin)

Are we there yet?



Yes, Houston has a problem! And the only remedy is to plant seeds of “greatness” in the minds of our people!

Jesse Escalante