

Welcome to What Happens Next. 3.28.2021

My name is Larry Bernstein.

What Happens Next offers listeners an in-depth analysis of the most pressing issues of the day. Our experts are given just SIX minutes to present. This is followed by a Q&A period for deeper engagement.

I think you will find this discussion to be both informative and provocative.

This program is moderated to be politically neutral. Our speakers will give their opinions and then we encourage you to make up your own mind.

This week's topics include Nutrition, Political Polling, Global Financial Markets, the Peace Corps, the Not Boring Club, and Non-Traditional Market Research Methods.

Today Todd Benson returns as my co-host. Todd and I became fast friends when we participated in the Salomon Brothers Training Program 34 years ago. Tom worked as an investment banker at Salomon and Citi for 21 years, and he is now the CEO of Herington and sits on the board of several private businesses.

Our first presenter today is Dr, David Katz who is the Director of Yale's Prevention Research Center and one of the world's leading experts on nutrition. He has a new book entitled How to Eat: All Your Food and Diet Questions Answered. Hopefully, David can cut through the misinformation on what to eat.

Our second speaker is Andrew Gelman who is a Professor of Statistics and Political Science at Columbia University and the author of the book Red State, Blue State, Rich State, Poor State: Why Americans Vote the Way They Do. I've asked Andrew to discuss his recent paper on political polling entitled Information, Incentives, and Goals in Election Forecasts.

Our third speaker is Sudi Mariappa. Sudi and I have been friends for over 30 years. I met Sudi when he worked in Salomon's Tokyo office in the proprietary trading department. Our first assignment together was a complex bond and derivative transaction for a province in Australia. Today, Sudi runs global risk management for PIMCO which is one of the largest investment firms in the world. I've asked Sudi to discuss what he sees happening in the financial markets.

Our next speaker is Carol Spahn who is a lifetime friend of my co-host Todd Benson. Carol is the acting director of the Peace Corps, and we've asked her to speak about how the peace corps can be a life changing experience.

Our fifth speaker is Packy McCormick who runs the Not Boring Club which has a semi-weekly newsletter about business and pop culture. Packy's content has gone viral and I want to learn how he successfully signed up forty thousand subscribers. I've also asked Packy to talk about technology and his recent article entitled Power to the Person.

Our final speaker is Gunny Scarfo who co-founded Nonfiction Research. Gunny employs non-traditional market research methods. Typical marketing research uses focus groups. Gunny uses emotive techniques to find out what customers are really thinking.

Today's session includes some really incredible speakers so I'm excited to begin. I do want to make an announcement that next week, there will be no What Happens Next on Easter Sunday and I will be returning to work the following Sunday April 11.

Let's begin with Dr. David Katz from Yale to discuss nutrition.