

The Profile: The world's richest man & the male feminism camp

Good morning!

This coming week marks 10 years since the market crash of 2008. September 15, 2008, was one of the darkest days in the history of Wall Street, but for four new college graduates, it was also their first day of work at Lehman Brothers. [One new hire said:](#)

The summer of 2008 I moved to New York for training. I was definitely getting nervous that maybe they would start laying people off. But the messaging at Lehman was 'don't worry.' There's no way the government would let anything happen to a company as big as Lehman.

The crisis taught these millennials that big institutions were no longer infallible. Wall Street no longer offered a guaranteed career path. Life was more fragile than they knew. Do you remember where you were on Sept. 15, 2008?

A+ RECOMMENDATION: I wanted to draw your attention to a newsletter I've been enjoying lately. It's called [1440](#), a daily email with the most interesting reads across culture, tech, sports, business, and more. I find myself reading a lot of the articles (especially the ones in the "in-depth" section). I spoke with the authors & our theory is that there is high interest-overlap among our subscribers. Hope you enjoy.

[Subscribe to the 1440 here.](#)

LINKS

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PEOPLE TO KNOW.

[The NFL coach searching for his family](#): I'm normally suspicious of stories with headlines that claim they're "jaw-dropping," but this one totally lives up to the hype. At 44 years old, Kansas City Chiefs running backs coach Deland McCullough went searching for his biological parents. What he found out will stop you in your tracks & make you realize life is just a series of weird coincidences.

"Being irresponsible is not neutra. When you're irresponsible, someone becomes responsible for what you've been irresponsible for."

The world's richest man: Jeff Bezos still talks about Amazon, a company with a market value of ~\$1 trillion, like it's a startup that just closed its Series A. In Bezos' mind, Amazon is still only getting started — and right now, it's hyper-focused on dominating healthcare and advertising. If Jeff Bezos is already the world's most feared businessperson, the prospect of him "unconstrained" should sober every corporate leader.

"There are different businesses where the market is limited. But we just don't have that issue."

The unluckiest man in baseball: This is the story of Brian Manzone, a man who was called up to pitch for the Phillies in 2006 after eight years in the minor leagues only to have his one major league opportunity rained out. Now, 12 years later, Manzone is 42 years old and working in medical-supplies sales. This profile sums up something about baseball, life, regret — and the awful randomness of it all.

"God gives you one life to live, and you're doing everything you can to get where you want to go. That elevator just wouldn't go to the penthouse for some reason."

The man who will never retire: Four days each week, Othea Loggan takes two trains and a bus to his job at Walker Bros. Original Pancake House. He's worked there 54 years with no sign of stopping. For at least a decade, he's fielded the same questions — Why? Who busses tables that long? Why not find a job closer to home? Or retire? "It's as simple as this — people treat you well, you don't mind coming to work," he says. You don't meet too many people like Othea these days.

"I think Loggan just decided to be a busboy. He is content. It's all he wants. So I ask — isn't that OK?"

COMPANIES TO WATCH.

The male feminism camp: So this is new. A reporter went to a "male feminism camp" (yep) this summer where "women teach men" on topics ranging from relationships to blockchain technology. It's an \$895 three-day men's wellness retreat designed "to increase emotional literacy among men." The overarching question at the camp — How should men navigate the new landscape of love and work in a post-#MeToo world? Not sure three days is enough to answer that one.

"If you're not a predator and you are capable of speaking up then you should make your voice heard and be part of the solution."

The egg-freezing companies: Egg-freezing clinics are springing up across the country, touting the procedure as a breezy, accessible lifestyle choice for young millennial women. Egg-freezing used to be done by women in their late 30s, but these days, companies are marketing to women

as young as 25. Undertaking the procedure in your 20s can give a false sense of security that marketers tend to encourage. As one activist put it, "You are dealing with women's existential desire to start a family. You are playing to their vulnerabilities."

"You take care of your body as you would your home. You hope your house doesn't flood, but you get the insurance just in case it does."