

Andrew Welch's new book explores today's conundrums

Caledon resident Andrew Welch will be officially launching his book, entitled *The Value Crisis ? From Dollars to Democracy, Why Numbers are Ruining Our World* at Alton Mill Arts Centre tomorrow (Friday) at 7 p.m.

The event, which is open to any and all curious thinkers, will include a brief presentation and reading by the author, as well as a book signing.

When Welch moved to Alton in 2004, he had no idea that scattered incidents during that transition would lead him to a unique exploration of human motivations, the power of numbers and the role of value systems in everyday lives. A decade later, his debut book is already gaining attention far beyond Caledon's borders.

The Value Crisis, he explained, takes on some of today's biggest conundrums: Why do certain individuals get paid so much for doing so little? Why do we in democracies seem to disagree so much with our elected leaders and governments? Why do we seem to have less time than previous generations, not more? The common thread, according to the author, is how we increasingly rely on numbers to measure value.

"Ten years is a long time to spend writing a current affairs book," Welch said. "Once I began researching the work of others and adding in more recent events, the scope of the work just started to expand. I was most fortunate to have excellent editors to give my ideas flow and accessibility."

Many of the book's concepts are framed by personal anecdotes, and the author has an incredible tapestry of experiences to draw from. Residents of Caledon and Erin might recognize him as the award-winning Official Town Crier for both towns, or as the founding facilitator for Transition Erin, a grassroots initiative committed to improving the resilience and well-being of that community. He is also a keynote speaker, corporate facilitator, IT consultant, actor, past director of Theatre Orangeville's Young Company, and currently serves on the Canadian Red Cross national Disaster Management team.

"We live under the shadows of a looming energy crisis, economic meltdowns, environmental catastrophes, and more," he said.

While no 200-page book is going to solve those problems, Welch promised to give the reader a different perspective for considering the driving forces behind them, and perhaps a new outlook on how we measure satisfaction in our personal lives as well.

For more information on the book or the event, visit www.TheValueCrisis.com