

Dr. Rubin Cockrell of “My Brother’s Keeper” Presidential Taskforce joined Case Western Reserve University Upward Bound Leadership Program and has been Invited to the Board of Trustees of Cleveland’s Esteemed Benedictine High School.

Dr. Rubin Cockrell is a founder and member of the Board of Advisors of The First Dragon Foundation. He is a man for all seasons in the arenas of global social service...he prides himself in the ability to work with people from "the street to the elite" and “the classroom to the boardroom” – ITM and Dr. Cockrell are dedicated to the belief that *Service to Humanity is the best work of Life!*

## **Dr. Rubin Cockrell of “My Brother’s Keeper” Presidential Taskforce**

**Joined Case Western Reserve University Upward Bound Leadership Program  
Invited to the Board of Trustees of Cleveland’s Esteemed Benedictine High School**



***Members of the CWRU Upward Bound***

***Graduating Class of 2016***



***The post CWRU Upward Bound Graduation Party!***

## **Dr. Cockrell New Member of the Board of Trustees of Benedictine High School**



### **The First Board of Trustees Meeting for the 2016-2017 School Year**

Recently voted new Board of Trustee Member for Cleveland's esteemed [Benedictine High School](#), Dr. Cockrell officially assumed his new position at the first Board of Trustees meeting for the 2016-2017 school year and is looking forward to providing added value and being of service to the school that enriched his life so much -- Cleveland Benedictine High School -- "Home of the Champions".

Dr. Cockrell formed a Strategic Alliance with ITM and became dedicated to help deliver ITM's global platform to promote a mutual understanding of cultures through education when he learned that the company had again developed a uniquely sophisticated and newsworthy, Cleveland based, global Chinese cross cultural exchange social media programming concept within market and demographic environs complementary to the global branding interest of his company, Positive Images & Associates.

***Erie Chinese Journal & The First Dragon  
Foundation™***

***“Service to Humanity is the Best Work of Life”***



**The First Dragon Foundation™ Erie Chinese Journal (ECJ)  
Coverage:**

*"Global Entrepreneurship Built Upon Social Service." ECJ, Vol 292, p. 16*

*"TFD Global Chinese Cross Cultural Exchange Introduction." ECJ, Vol.292, p. 15*

*"Service to Humanity is the Best Work of Life." ECJ, Vol. 292, p. 14*

***“Expanding Entrepreneurship with Social Service”  
To Set a Global Example***



## ***"Tools for Intentional Excellence for 21st Century Youth Global Leaders"***



Dr. Rubin Cockrell, a Founder /Vested Member of the Board of Advisors of ITM's The First Dragon™ Global Chinese Cross Cultural Exchange Enterprise and a Founder/Director of [The First Dragon Foundation™ Ltd.](#) partnered with Case Western Reserve University's [Upward Bound Program](#) this summer to train Cleveland inner city youth on "Tools for Intentional Excellence for 21st Century Youth Global Leaders." The program was based on his book [The Hidden Curriculum: Life Lessons You Won't Learn in a Classroom,](#) and it concluded with Dr. Cockrell as the keynote speaker at the Upper Bound Graduation for participating students, family and the community.



***ITM BIO: [Dr. Rubin Cockrell](#)***

Dr. Cockrell was appointed by the White House in 2015 to the "[My Brother's Keeper Presidential Task Force.](#)" An international speaker, author, and a native Clevelander, Dr. Cockrell has joined this initiative which is dedicated to ensuring that all youth, including boys and young men of color, have opportunities to improve their life outcomes and overcome barriers to success through STEM + E (Science, Technology, Engineering, Math and Entrepreneurship.) See *White House Invitation*: <http://itmltd.com/White-House-Invitation-to-Dr-R.-Cockrell-to-Join-Presidential-Task-Force.pdf>



[www.voiceitradio.com](http://www.voiceitradio.com)

Dr. Cockrell recently arrived in Cleveland from his White House meetings for ongoing meetings with ITM regarding to establish new internet-delivered social service radio programming that will address, with global frequency and sustainability through show syndication to global internet broadcasters, the purpose of “My Brother’s Keeper” Task Force and Dr. Cockrell’s global social service dedications.

Because Dr. Cockrell and ITM’s dedication to merge the “Spirit of American Entrepreneurialism” with the delivery of social service dedicated to enhancing the human condition around the world mirrors the “My Brother’s Keeper” Presidential Task Force initiative, The First Dragon Foundation™ has established this initiative as a lead social service project.



**China Town Hall October 18, 2016: Dr. Rubin Cockrell serves on Presidential Board of the World Affairs Council & Tennessee-China Delegation team**

In 2015, Dr. Cockrell was appointed to the Presidential Advisory Board of the [Tennessee World Affairs Council](#), a non-profit, non-partisan education organization whose mission is to promote understanding of important international issues throughout the community and with a special focus on the region's schools. Council members believe better community education in world affairs is necessary for sound democratic citizenship. They work to present unbiased facts from expert sources and realistic appraisals to foster free and informed discussions of problems, issues and conditions that transcend the boundaries of the United States.

***[Link: Introduction to The First Dragon Foundation™ Ltd & The Future of Medicine™, Inc.](#)***

With regard to ITM's The First Dragon™ Global Cross Cultural Exchange Enterprise, Dr. Cockrell has stated, "In the cross-cultural platform of ITM and "The First Dragon™" lies the opportunity for the human race to 'unlearn learned misconceptions' of Western and Eastern cultures simultaneously." *"Our global purpose is to educate, enrich and empower people's lives by overcoming ignorance and thereby the fear it breeds into prejudice.*

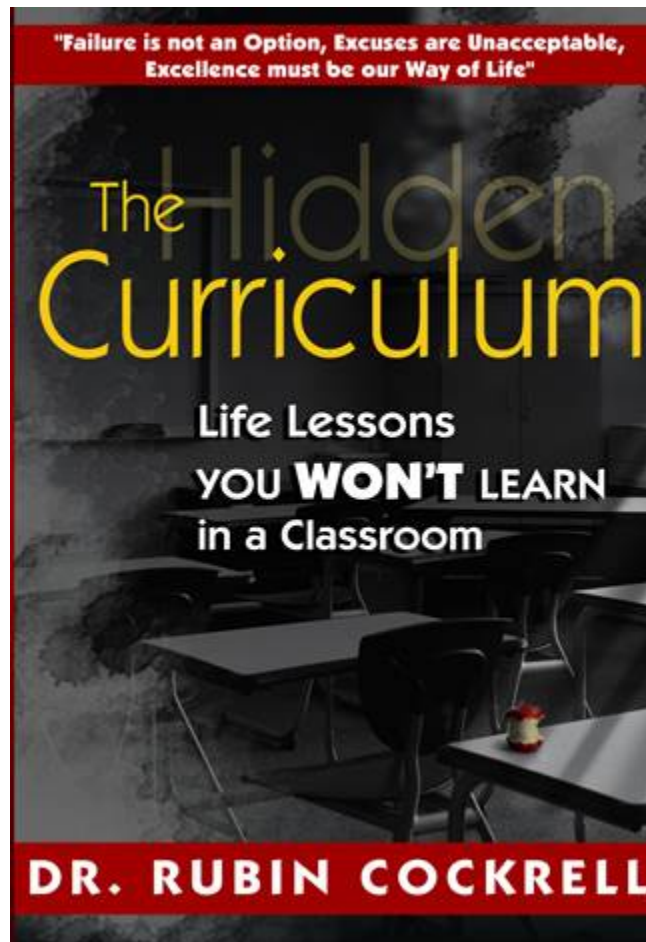


As a Founder / Director of [The First Dragon Foundation™ Ltd.](#), Dr. Cockrell will also be working with ITM to develop its Cleveland [“Immigrant Student Employment Sponsorship Project”](#) with an eye towards implementing the program in Nashville and other cities around the country and abroad. The purpose of the project is to develop proven and sustainable long-term community economic enhancements through corporate Immigrant Student Employment Sponsorship Programs.



**Dr. Rubin Cockrell initiates Strategic Alliance with ITM (US) Ltd.  
Jack Craciun III, Dr. Rubin Cockrell, Lorinda Laughlin and Ed Sparks**

Dr. Cockrell is CEO of [Positive Images & Associates](#), a global firm that specializes in educational leadership, empowerment and management consulting for clients in over 45 countries. In his role with the Nashville, TN based company, he consults, trains and creates key specific result-oriented curriculum for global business leaders, universities, government entities and non-profit organizations to help them achieve their fullest potential through maximum results within their personal lives and in their organizations around the world. Dr. Cockrell is also a Certified Mediator.



[\*\*Link: The Hidden Curriculum - The Dr. Rubin Cockrell Story\*\*](#)

Published in 2010, [\*The Hidden Curriculum: Life Lessons You Won't Learn in a Classroom\*](#) is represented in businesses, government, the Armed Forces and educational sectors all over the globe. In addition, Dr. Cockrell is the co-author of the [\*Leah and Rob\*](#) early childhood education book series which focuses on equipping children of all ethnicities and backgrounds with the tools they need to advance their ability to become our future rising leaders.



**[Link: The Gathering – Achieving Your Vision - by Dr. Rubin Cockrell](#)**

On the understanding that education keeps people out of prison, Positive Images & Associates has created educational content and systems that deliver education options to people in any environment, including prison, thus lowering rates of recidivism.

At age 20, Rubin was on the verge of being incarcerated for fifteen to twenty years of federal time for illegal activities. By age 26, however, he had earned four degrees, became Dean of a university and started a global consulting company. Today Dr. Cockrell prides himself in the ability to work with people from the “street to the elite” and the “classroom to the boardroom”.



After graduating from [Fisk University](#) in Nashville, Tennessee with a Bachelor of Arts Degree in Business, with an emphasis on Finance and Management, Rubin received a Masters in Educational Administration (M. Ed.) from the [Tennessee State University](#). He was awarded the distinguished Southern Regional Educational Board Doctoral Scholars Fellowship, and subsequently made history at Tennessee State University by being the youngest candidate to receive a doctoral degree. He also received certification in leadership management in a joint partnership between Harvard and Strayer Universities.



As a professor in the business department of his alma mater, Fisk University, Dr. Cockrell has had the unique opportunity to assist students in receiving internships, study-abroad trips and full employment opportunities. Although he has had the opportunity to teach around the world, Rubin considers this one of his most rewarding experiences.

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