

Book Smart

Young Author Offers His
Philosophy on College and
the World Ahead.



You set the pace. You call the shots. In the end, it is your life and your future; no one else's."

Those are the words 25-year-old Aaron S. Robertson, a Catholic Knights member of Branch 275 – Hales Corners, Wis., wants other young adults to live by.

In fact, Aaron felt so strongly he had a message for college students that he self-published his first book, "Beyond Majors and G.P.A.," as his own college years were drawing to a close.

"I felt I had some meaningful advice and wisdom to pass on to other students," said Aaron, who hoped that as one student writing to others, his words would strike a chord.

In May 2007, Aaron graduated from Cardinal Stritch University in Milwaukee, earning a bachelor's degree in political science while picking up minors in philosophy and sociology. He took his time on his college journey, spending six years at the school, but says it was important to him to devote a good amount of his time to co-curricular activities like student government, philosophy club, and the student newspaper.

"I really learned a lot outside the classroom and that, to me, was probably the most important thing I got out of college," he said.

Aaron passes on that lesson, and others he has learned, in his book, now in its second edition.

"I published the first edition in February 2007," he said. "I probably should have waited a bit before publishing at that time because I found I had a lot more information to share."

He followed up with a second edition in August 2007, doubling the book's size. He envisions a third and final version and is slowly gathering ideas.

Aaron believes topics like entrepreneurship, current trends in business and technology, leadership skills, personal development, financial literacy, and goal setting should be worked into schools' curriculum. Asserting that these bring out creativity, he thinks his generation will need these skills to earn a living as the global business climate continues to evolve.

A man of diverse interests, Aaron is putting his business acumen to use as he and two friends start a company called Intrepid Innovations. They do Web site design, consulting for small business and internet marketing. He also writes about city government for his local newspaper, the Muskego Chronicle.

"Win or lose, I plan on giving it my best"

This fall brings a new challenge as he runs for a seat in the Wisconsin State Assembly. A conservative Democrat, Aaron is challenging a long-time Republican incumbent to represent the 83rd Assembly District.

"Win or lose, I plan on giving it my best," he said.

Aaron's personal drive to reach his goals and his efforts to lend a hand to those on similar journeys signify a person eager to make the most out of life. He works hard to improve himself and support others, all while sampling the opportunities life throws his way.

"Life is kind of like a buffet," he said. "I like trying out different things. I'm in politics, business and journalism – wearing many different hats. That's how I want to live. I think people should just go after their dreams and goals."

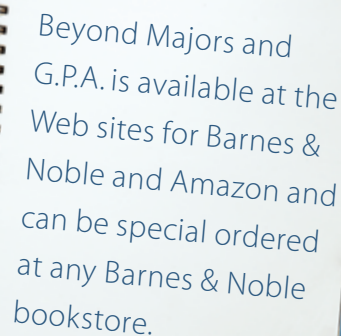
Catholic Knights Member Edits Motivational Book

When Aaron Robertson needed a second set of sharp eyes to make sure the copy for his book was in top form, he turned to Amy Simmert, a fellow student from Milwaukee's Cardinal Stritch University.

Amy, now 21, had been editor-in-chief of the newspaper at her high school, St. Thomas More in Milwaukee, Wis., and has always enjoyed the writing process.

"Aaron said he wanted someone he could trust to edit the book and bounce his ideas off of," said Amy. Aaron thought it was important that they were both in college at the time – essentially in the same boat as the intended audience. Together, the two turned out a work they both hope will motivate young people and help their generation succeed.

Amy is already making her mark. She's beginning her senior year of college, studying elementary education, and spent last summer as a youth program intern at Hope House, a transitional living facility and community center in Milwaukee.



Beyond Majors and G.P.A. is available at the Web sites for Barnes & Noble and Amazon and can be special ordered at any Barnes & Noble bookstore.