



J. MORRIS HICKS

Engineer, process improvement consultant and career business executive—Jim Hicks has always focused on the “big picture” when analyzing any issue. In 2002, after becoming curious about the “optimal diet” for humans, he began a comprehensive study of what we eat from a global perspective—discovering many startling issues and opportunities along the way.

By far, the most troublesome issue—and opportunity—pertain to the grossly unsustainable way we are living in the highly industrialized nations of the world—and what that means to the long-term future of *Homo sapiens* on this planet.

A little background—in 2004, Jim began referring to our food choices as the most important issue in the history of humanity—having concluded that our future as a species was riding on those choices. Ten years later, he realized that in order to preserve the fragile ecosystem that sustains us, we must also urgently address many other unsustainable aspects of humanity that now threaten our long-term survival as a species—climate change drivers like overpopulation, burning of fossil fuels and never-ending economic growth in a world of finite resources.

In recent years, he has devised an uplifting way of writing and speaking about all of those troubling issues—by envisioning how we might totally re-invent the way we live on this planet, such that we can co-exist indefinitely in a virtual paradise with nature. He documents that process in his third book, *OUTCRY, Urgent Alarms from Our Planet and What We Can Do About Them*—published as an e-book only (for the planet) in April of 2020—on the 50th anniversary of Earth Day.

Jim holds a BS in Industrial Engineering from Auburn University and an MBA from the University of Hawaii, a degree he earned while serving as an officer in the U.S. Coast Guard in Honolulu. Also, since 2011—in addition to his three books, he has posted over 1200 sustainability articles at hpjmh.com. To be sure, the new *vision* and overall message in his latest book, have become major elements of his never-ending mission to *promote health, hope and harmony on planet Earth*.