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## *Herb Carnegie*



Herbert H. Carnegie, C.M., O.Ont., O.M.C., LL.D. (Hon) is the creator of the Future Aces™ Creed. For more than 50 years, his primary objective has been to promote the use of Future Aces™ in elementary and secondary schools as the basis for positive initiatives utilized by teachers as an integral part of societal and citizenship education for students.

A family man, Mr. Carnegie was born in Toronto in 1919. He was married to Audrey May Carnegie in 1940 and had a loving partnership that lasted 63 years until her death in 2003. They had three daughters and a son, nine grandchildren and six great grandchildren. Herb Carnegie says that "Future Aces is my greatest victory!"

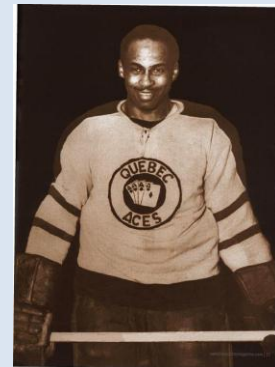
A star hockey player ... In the 1940's, Herbert Carnegie became a star hockey player with the Quebec Aces in the Quebec Senior Hockey League. He played with Jean Beliveau, who went on to have a distinguished career as centre for the Montreal Canadiens, and was coached by the late Punch Imlach, who later became coach and manager of the Toronto Maple Leafs. Earlier, as a semi-professional player with the Sherbrooke Saints, Mr. Carnegie was three times voted the most valuable player on his team. His ambition was to make it into the National Hockey League.

Denied his chance ... This ambition, however, was not to be fulfilled. In the 1940's and 50's, it was uncommon for a black man to set his sights on a professional hockey career. Although the media and his fellow players recognized his great talents in the sport, the unwritten code of the time denied Mr. Carnegie a try-out in the NHL because of his race.

Dealing with disappointment ... Undaunted by this setback, Mr. Carnegie redirected his energies. He had a successful career in business as a Senior Accounts Executive and Qualified Financial Planner. He was a member of The Millionaires Club with Investors Group for 24 consecutive years in addition to being on the Wall of Fame. Investors Group has honoured him by establishing the *Herbert H. Carnegie Community Service Award*. This award is presented annually to a consultant who excels in his career in addition to making an extraordinary contribution to society.

In the 1950's, he became deeply involved as a hockey coach to a group of youngsters in North York. He founded the 'Future Aces Hockey School', one of the first hockey schools in Canada, where he stressed the importance of skill development, team play, and cooperation, as opposed to the aggressive, win-at-any-cost attitude so prevalent in the sport. Mr. Carnegie regarded his young protégés as 'ACES' (winners) of the future. Wanting to leave the boys with more than a love for the sport, he wrote the Future Aces™ Creed in 1956. He had a vision: develop a positive self-concept and the doors would open to a richer, fuller life for everyone.

A force for good ... Several years later, Mr. Carnegie decided to adapt the creed for wider use. As a black person living in a predominantly white society, Mr. Carnegie was well aware of the need to combat racial prejudice. He felt that the creed, if widely distributed, could be a positive force for good in the community, and most important, help Canadians in all walks of life to remember that hatred and intolerance can breed bitterness and social strife.



Canada:  
RR#5, 13332 Tenth Line,  
Georgetown, ON L7G4S8 Canada  
Phone: 954-330-6362 Fax: 905-873-8334

United States:  
49 N. Federal Hwy. #264  
Pompano Beach, FL 33062 U.S.A.  
Phone: 954-330-6362 Fax: 954-353-1962