
Magazine

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FEATURES

Shapers of the Future 2002

William Shakespeare once said, "Nothing will come of nothing. Dare mighty things." Here we feature over 20 of today's leaders and innovators, who have dreamed and accomplished mighty things in technology and education.

By Steven Ferry - August 2002

Stephen L. Amos

President, founder of 4empowerment

INSPIRATIONS

PERSON: "My grandfather. He never made it past fourth grade, but he was a real 'salt-of-the-earth' guy. I valued his work ethic, devotion to family and innate common sense."

QUOTATION: "Be bold, and mighty forces will come to your aid." Basil King

As a young man, Steve Amos acted, sang and explored the coral reefs of the world before turning his energies to marketing and advertising - producing award-winning online campaigns that integrated Internet technologies into the marketing programs of clients like Lennox Industries.

But Amos wasn't satisfied. "I wanted to leverage my experience and skills, my vision of the power of the Internet to transform how people learn and interact as well as the ability to cultivate community 'networks' for positive change."

That led Amos to found 4empowerment and develop Cyberways and Waterways®. An innovative, online and field-study learning program, it offers students and teachers the opportunity to study and visualize Texas waterways, from local streams and rivers to the Gulf of Mexico. They use technology to connect to these resources - such as engaging in live chats with scientists beneath the sea.

The dozen participating schools in 1999 quickly cascaded into a statewide program reaching over 50,000 students. Amos is now taking his program global, using technology to create a unique international community designed to catch the imagination of kids everywhere. By applying his advertising and marketing skills to education, Amos has turned what was once a trickle of an idea into a sea of knowledge for many.