

Texas A&M International University
A.R. Sanchez, Jr. School of Business
Center for the Study of Western Hemispheric Trade



INTERNATIONAL BANK OF COMMERCE 2016-2017 KEYNOTE SPEAKER SERIES

“Sleeping Giant: How the New Working Class will Transform America”



PRESENTED BY:

Tamara Draut

Author and Vice President of
Policy & Research, Demos,
New York, N.Y.

Wednesday, October 19, 2016

TAMIU Student Center Ballroom (SC 203)

Reception 6:30 p.m. | Lecture 7 p.m.

Open to the public. Free of charge.

For more information, call 956.326.2820,
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Texas A&M International University
5201 University Boulevard, Laredo, TX 78041





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SLEEPING GIANT

How the New Working Class
Will Transform America

TAMARA DRAUT

Author of
STRAPPED



There was a time when America's working class was seen as the backbone of the American economy, having considerable political, economic, and moral authority. But the working class we have now—far more female and racially diverse and employed by the fast food, retail, healthcare, and other service industries—has been marginalized, if not ignored, by politicians and pundits. This is changing, swiftly and dramatically.

Today's working class is a sleeping giant. And as Tamara Draut makes abundantly clear, it is just now waking up to its untapped political power. *Sleeping Giant* is the first major examination of the new working class and the role it will play in our economic and political future. Blending moving individual narratives, historical background, and sophisticated analysis, Draut forcefully argues that this newly energized class is far along in the process of changing America for the better.

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Tamara Draut

Author and Vice President of Policy & Research,
Demos, New York, N.Y.

As Vice President of Policy and Research, Tamara is responsible for developing and advancing the organization's goals through research, idea generation, and policy development. Tamara is a member of the Demos Executive Team helping to develop and drive the strategic direction of the organization. She is the author of *Sleeping Giant: How America's New Working Class Will Transform America*, published by Doubleday in April 2016. A member of the Demos team since 2001, Tamara developed the organization's groundbreaking work on household indebtedness, middle-class insecurity, and the economic challenges facing young people.

Tamara's research has been covered by dozens of newspapers and magazines including *The New York Times*, *Washington Post*, *Newsweek*, *BusinessWeek*, *Chicago Tribune*, *Wall Street Journal* and *USA Today*. Her writing has appeared in the *San Francisco Chronicle*, *The American Prospect*, *The Boston Globe*, and the *Boston Review*. She is a frequent television commentator and has appeared on the *Colbert Report*, *Today Show*, *CNN*, *Fox News*, *MSNBC*, and many others. She is also the author of *Strapped: Why America's 20- and 30-Somethings Can't Get Ahead*, published by Doubleday in 2006.

