



THE SCHUSTER GROUP

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Seattle Developer, Mark Schuster, Recipient of Eric Hoffer Book Award

Lofty Pursuits awarded first place in national Eric Hoffer Book Award contest

SEATTLE (June 30, 2011) – On May 26th The Eric Hoffer Book Award Committee announced that Mark Schuster’s business memoir, *Lofty Pursuits: Repairing the World One Building at a Time*, is the recipient of the 2011 Eric Hoffer Book Award. This prestigious honor is a nationally recognized literary award that recognizes salient writing published by small publishers across the country over a variety of categories. This is Mark’s second literary award; in March he received the 2011 Reader Views Reviewer’s Choice Award.

The Eric Hoffer Award is dedicated to recognizing works of significant merit, and honors the memory of philosopher and writer, Eric Hoffer. One of America’s greatest thinkers, Eric Hoffer produced nine books discussing his insights on human nature and mass movements. Awarded the Presidential Medal of Freedom in 1983, Hoffer’s works continue to be read and discussed across the world as an important part of the discussion on intellectual and philosophical discourse.

Lofty Pursuits is the story of how Seattle real estate developer Mark Schuster went from scrubbing toilets to building a multi-million dollar real estate investment business. Early in his career, Mark had vowed to erect an iconic building, a building worthy of honoring his grandfather, George Mosler. The completion of Mosler Lofts, the most nationally acclaimed, environmentally-conscious residential high-rise building of 2008, fulfilled that dream and, in the end, much more. *Lofty Pursuits* is a journey of success built the old-fashioned way: through perseverance and hard work.

Using stories and lessons from his career and life Mark shares his formula for success utilizing what he has coined the Three Pillars of Sustainability: honoring family legacy, designing and managing our buildings for future generations, and making a positive impact on the social challenges facing humanity. He connects successful business practices with community enhancement to help readers find “greater meaning in their business and greater success in their life.” *Lofty Pursuits* will change the way your approach your life, at home and at work, while inspiring you to take part in repairing the world.

The award committee said “[*Lofty Pursuits*] is truly an inspiring book, teaching us of lessons learned and reminding us that hard work, perseverance, and selecting the most honorable course of action matters.” The book has also received endorsements from a number of prominent business leaders.

W. Berry Fowler, Founder of Sylvan Learning Centers

“Truly Exceptional! This book raises the standard for doing business now and in the future. An important piece of work with a valuable message.”

Christine Ervin, First President & CEO – U.S. Green Building Council

“...more than a fascinating chronicle of erecting the first sustainable high-rise condo in Seattle. It weaves together a personal tale of what true sustainability embodies...”

Caryl M. Stern, President & CEO – U.S. Fund for UNICEF

“A beautiful story of heroism and triumph, in business and humanity.”

Mark R. Schuster, a passionate entrepreneur and philanthropist, is founder of The Schuster Group, a Seattle-based real estate investment and development firm. Well known for his business acumen and civic involvement, Mark has been featured in over fifty media outlets and regularly speaks at national and regional conferences. *Lofty Pursuits* is his first book.

For more information visit: <http://www.hofferaward.com/home.html>

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