



A SPECIAL MEETING

# THE MONT PELERIN SOCIETY

## 1980 | 2020

JANUARY 15–17, 2020

**FROM THE PAST TO THE FUTURE:  
IDEAS AND ACTIONS FOR A FREE SOCIETY**

CHAPTER TWO

**AN INTRODUCTION TO FREE TO CHOOSE  
1980 TO 2020 AND THE NETWORK**

ROBERT CHATFIELD



## **An Introduction to Free to Choose 1980 to 2020 and the Network**

Robert Chatfield  
Free to Choose Network  
January 16, 2020

There is a linkage between The Mont Pelerin Society and Milton Friedman that does not immediately come to mind. Arron Director, Friedman's brother-in-law, had met Friedrich Hayek at the London School of Economics in 1937 and helped arrange for Hayek to join the faculty at the University of Chicago. Although in the background, Director was a steady ally of Hayek and a very close friend of George Stigler. Stigler, along with W. Allen Wallis and himself, Friedman labeled the Three Musketeers.

In 1975, Bob Chitester approached Wallis – then Chancellor at the University of Rochester - to participate in a National Symposium on Technology and Society, which he was organizing in Erie, Pa, in partnership with Donald Alstadt, President of the Lord Corporation. Wallis was also Chairman of the Corporation for Public Broadcasting and was surprised to find Chitester, then President of WQLN in Erie, was a self-taught classical liberal.

They both were concerned that PBS had not provided a conservative/libertarian response to John Kenneth Galbraith's series The Age of Uncertainty. Chitester expressed the desire to produce that response. Wallis proposed Milton Friedman as host and by phone introduced Chitester to Friedman. In January 1977, Chitester met Milton and Rose Friedman in San Francisco, and the adventure that became Free to Choose began.

The rest is not yet history. Bob Chitester embarked on a lifelong journey to bring the ideas, and then the legacy, of Milton Friedman to millions around the world. These ideas illustrate the vitality and effectiveness of voluntary exchange under the rule of law.

Free To Choose was the first step, but few realize that concurrently in partnership with Clay LaForce, the Free To Choose Network captured over 15 hours of discussions with Friedrich Hayek and has a portfolio of over 500 hours of film featuring many heroes of the freedom movement including former MPS presidents Buchanan and Becker, as well as a 3-hour biography of Sec. George Shultz.

Beyond his storytelling genius, Bob Chitester's greatest strength was his ability to build relationships beyond the rudimentary. In this essay, Chitester provides a fresh perspective on his relationship with the Milton and Rose Friedman with a theme of "Milton, Rose, Me, and Poetry." From their first meeting to the final Memorial Services for Rose, you can learn how this poetic relationship evolved.

For over 35 years, Free To Choose Network has continued to provide expanded reach for many free-market advocates. This Mont Pelerin meeting is the official launch for the latest endeavor: "Free To Choose Under 2", where the original ten programs have been painstakingly edited down to two-minute, timeless episodes. Think of these as supercharged Milton Friedman made for today's Internet attention span that can be used in college courses and help a new generation discover some old truths.



## **ROBERT CHATFIELD**

### **FREE TO CHOOSE NETWORK**

Robert Chatfield serves as president and CEO of Free to Choose Network (FTCN), a global media organization, taking the helm from founder Bob Chitester in July 2017. Prior to joining FTCN, he was CFO of Fluid Imaging Technologies, a manufacturer of scientific instruments. For the previous ten years, Chatfield ran his own business as a merger and acquisition advisor to private companies. Chatfield also worked in corporate finance roles with Banknorth Group (now TD Bank) and Polaroid Corporation.

Starting his career with the nonprofit Pioneer Institute, a market-oriented research institute based in Boston, Chatfield has maintained a proactive role in academia for twenty years, teaching as an adjunct faculty member for many organizations. Chatfield is currently affiliated with Syracuse University's online MBA program and Suffolk University's finance department, where he earned his MS in Finance. Chatfield is a lifelong learner, community servant, and an adventurer. He served a one-year visiting professor assignment at Suffolk's campus in Dakar, Senegal, and has participated in several humanitarian missions with Rotary International.

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