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# IMCES Institute for Multicultural Counseling & Education Services

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## The Invisible Power of Voting Every Day over Voting Every Four Years

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We are voting every day by the simple act of choosing what to buy and where to buy it - the sources. Items may range from needs or necessities (e.g., groceries) to our wants (other). As a modern consumer, our method of purchasing is using Google, which restricts our choices by directing us to the top one, two, or three predetermined options.

We are in effect “voting” among a competition between very few options when we should have access to a wide spectrum of choices. By giving our attention only to the algorithm-selected favorites, we are colluding with the very method that works to exclude so many small businesses that, in theory, have equal rights in the marketplace, but in reality, suffer. This is our age-old human challenge of the distribution of wealth as we enter into society.

Any government control of resources – whether from the Right or the Left – is by definition not truly Capitalism or Free Market. Capitalism, in its essence, is the most fundamentally democratic practice. In fact, the true spirit of Capitalism is inclusive of all citizens from diverse ethnicities, ages, genders, sexual orientations, immigrant status, level of education, level of wealth, and others - and facilitates opportunities for any sized business.

In practical terms, using the analytical example of shopping for everyday necessities, let us not limit ourselves to the top choices such as Erewhon (if you happen to be on the Westside), Whole Foods, Gelson’s or Trader Joe’s. Instead, let us diversify our choice to include small and medium-sized ethnic markets such as African American, Mexican, Armenian, Persian, and many others. We can use the same principle to broaden our power of influence/choices to other domains such as healthcare, education, the justice system, and more.

Accordingly, we are preventing our social structure from being **dictated** by either the far-left or far-right, no matter how well intended they may be. Otherwise, individually and collectively, as consumers and responsible citizens we are giving our power away in a periodic, every-four-year election to determine access and distribution of resources.

If you believe what I am saying, be an advocate of social justice and join me by “voting with your dollars” every day to practice the **principle of inclusion by design**. This is an actionable, do-able, simple way of contributing to the physical, economic, spiritual, and social wellbeing of our community.