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FAX TRANSMISSION

DATE:

OCT. 29/92

TIME:

50

NAME:

MR. JAMES BAKER, THIRD

TFM:

CHIEF OF STAFF

FAX NO.

202-456-2461

FROM

NAME:

DR. ARISTOCRAT

FIRM:

WILLIS BUSINESS COLLEGE

FAX NO.

(416) 941-2493

TELEPHONE:

(416) 940-8800

NO. OF PAGES TRANSMITTED INCLUDING THIS PAGE

72

SUBJECT:

URGENT & CONFIDENTIAL !!

COMMENTS:

[illegible]

**WILLIS BUSINESS COLLEGE**

Established in 1896

1320 YONGE STREET
TORONTO, CANADA M4T 2W4BY FAXCONFIDENTIAL

October 29, 1992

Attn: Mr. Jim Baker
Chief of Staff

Dear Mr. Baker:

Willis Business College would like to take this opportunity to assist the greatest President in the free world, by providing your organization with our research and ideas in regards to today's economic situation, in order to help re-elect President Bush.

It is imperative that President Bush be re-elected to office in the upcoming election so that the North American economic prosperity is ensured.

Please review this proposal in detail and perhaps some of the ideas will be useful and beneficial in the last few days of campaigning before election day; it may make a difference.

If our material is beneficial for your candidate, then we hope that after winning the election, we will not be forgotten.

Respectably,

Dr. Aristocrat
Dean

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

A FORMULA TO CREATE UP TO

28 MILLION NEW JOBS

\$3.2 TRILLION IN SAVINGS

IN REDUCED COSTS &

REPAYMENT OF DEFICIT

BUDGET CONTROL STRATEGY

Prepared By

**Dr. Michael Aristocrat
Willis Business College**

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

INTRODUCTION

Why is this book any different from any other that has dealt with a wide variety of political, sociological or economic issues? What is being attempted here is not only a unification of a number of problems and resultant symptoms, but is an attempt to consider how one set of problems are related to a number of others never before considered as connected in any way.

For instance, what effect has changing family values had on the parents, grandparents and on children upbringing with in present Public educational system and on society's relationship with organized religion? Furthermore, what role does government have in aiding positive relations amongst all members of our society and what financial impact will that have on every family in the United States of America?

The intention of this book is to get to the roots where the problems started development and raise a series of similar questions in order to show that there is a direct link between the family unit, government, organized religion and our Public educational system. Once this has been accomplished, it will be possible to see the serious problems that exist in today's society, and how these problems are all inter-related.

Finally, a number of solutions will be postulated that, due to the inter-dependency of the source problems, will achieve remarkable social, moral and financial results.

The objective of this book is to provide people with the necessary tools to regain control over their lives and country once and for all.

Instead of using fear and hate as the mortar of modern civilization, it is time for our leaders to use rational thought, equality and the promotion of a renewed family traditions to bind us together.

As a first step in this direction, legislation should be enacted that would prohibit the use of hate by one group against any other.

HISTORY HAS TAUGHT US FROM LEADERS WHO HAVE CONQUERED THE WORLD WERE SAYING:

"It is human nature to be discontented, and to react to that discontentment with human passion, rather than with human wisdom". In other words, in order to effectively govern man, one must govern man's passions; In order to unify man, one must unify man's

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

passions. Since hate is much stronger than love, man have always used hate to destroy that which they have feared, rather than using love to understand those who are different.

The reason for this is that, hate is a far easier emotion for men to understand and use, rather than love, since it has always been far easier to destroy, than to build.

As a result of this, kings, generals, political and religious leaders have throughout history used the tactics of fear and hate in order to rule, control and blackmail their citizens.

From a military perspective, this fear and hate has been used to weaken societies within and to dominate and control. This is often referred to as the "divide and conquer" strategy.

YEARS OF HATE PROPAGANDA BY THE SAME LEADERS HAS LEAD TO \$14 BILLION DAMAGES TO LOS ANGELES BUSINESS COMMUNITIES AND NO LEADERS WERE ARRESTED. WHY NOT? THEY SHOULD NOT BE ALLOWED TO AWAY WITH THIS, THEY HAVE AND STILL ARE POISONING OUR YOUTH'S MIND WITH HATE AND DIVISION.

In the year of 1992 in Los Angeles, riots for a number of days had held a knife at the city's throat was not caused by a sense of protest at the judicial injustice, but was instead a product of pure hate.

This violent action did not simply occur by spontaneous combustion, but was allowed to smoulder for many months and years by hat directed speeches of impotent leaders to exited peoples passion and egos with hat so it's can explode any time whenever a leaders would decide and suit their purpose such as, to gain more political power or media exposure, and by controlling events throw youth gangs and hooligans .

This is what the some Leaders say after soldiers enter city (all of this was done not by the community citizens but undesirable gang members and hooligans) and when young teenagers (so called gangs) were arrested and prosecuted and by that youngsters lives were destroyed forever, no one arrested their leaders, the same leaders who day after day, month after month, years after years, a contaminated the youth's hearts and souls with misleading hate propaganda and brainwashing, by igniting young innocent passion with discontent toward goodness of other man. Youngsters did not know then that they were used by calculating, lowlife, selfish, pig-hearted leaders, who had no one else's interest in mind but their own. With that they made a big mistake, because the so called gang members (the youngsters of communities) now know that they

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

were used by their leaders. This should be a lesson for the future generation to be more knowledgeable of real reasons and intentions of these people before committing themselves to any action. (lets not forget that we were all young and passionate once ourselves). But at the same time, a wrong does not make a right and they should remember what they have done, and the mothers of those youngsters should never allow their children to be used again! Remember, the Constitution protect us all.

Only some individual political or community leaders are controlled by the well organized interest groups, who helps the politicians in the election by financial backing, and these groups are corrupt (NOT THE SYSTEM) and same groups control the political system

It is up to each individual to use your constitution power and vote out that corrupt individual from Public office!

This is the real power and its yours and mine and no leader has it to give. It is generally referred to as the Constitution of the United States Of America.

WHAT IS RACISM, SEXISM OR ANTI-SEMITISM?

When any of us describe a person in conversation we often describe them as either white or black, spanish, jewish, catholic, protestant, poor, rich, ugly, cripple, old, young, man, woman, etc.

A PERSON SHOULD BE REFERRED TO BY THEIR NAME NOT BY THEIR DIFFERENCE. If not, YOU ARE EITHER A RACIST, SEXIST AND/OR ANTI SEMITIC.

When leaders blame people for their misfortunes because of their colour or race, and use the words such as jews, blacks, hispanics, or indians, "then these Leaders are Racists and Criminals".

If you are a woman and someone tells you "you are a woman and because you are a woman, you can't perform a job", this is called Sexism .

When any group leader says "their justice" or some leaders use the words "the white man's law", this is racism. (This statement is wrong, dishonest and misleading for one purpose only, to ignite hate and provoke violence which no one will benefit).

"THE LAW and CONSTITUTION of USA protects all CITIZENS EQUALLY "

WHERE IS A POWER ? YOU DON'T KNOW YOU HAVE ?

It is important to remember that our "CONSTITUTION PROTECTS US ALL"

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

and the sooner we put our efforts into building rather than destroying and explore that what unify us rather than divide is, the sooner every one life will visibly improve.

But if some INDIVIDUALS who are HOLDING public offices same times are CORRUPT and UNJUST and UNFAIR ? This YOU can CHANGE " by ELECTING representative of YOUR choice " NOT by RIOT or DESTRUCTION but ONLY way, by CONSTITUTIONAL means (ELECTION)

NO ONE can TAKE this POWER from YOU !
NOW YOU FIND YOUR POWER, BUT IT'S MEANINGLESS, IF YOU NEVER USE IT !
The importance lay on our leaders not in achieving perfection, as human beings, none of us can claim that, we have established already, but in striving to achieve that unattainable goal.

Our political, communities, religion leaders must realize that as citizens, we are looking for leaders who respect and promote values that we want to assign to ourselves and our children values such as honesty, integrity, fairness, positive spirit and entrepreneurship and will protect and defend our constitution.

Same time the media and press representatives must accept their responsibilities by helping to promote negative rather than positive attitudes and seeking to sensationalize events with spectacular headlines for profiteering.

PREACHING YEARS OF HATE AND DIVISION LEAD TO RIOT

As real life examples of how hate has, and still is controlling our society, we need not look any further back than to Los Angeles during the first half of 1992. As a result of centuries of oppression by the white majority in our society, afro/hispanic/indian americans have come to distrust, loath and fear the system that they view as being the product of that oppression. There is therefore a sense of desperation in our society, one that causes this segment of the population to lash out uncontrollably.

As one would expect, the recipients of this hate and violence are not the oppressors, but are instead members of minority groups who are perceived as being even less fortunate than the members of afro/hispanic/indian americans society.

The result was uncontrolled and unabated attacks against the Korean/americans shop owners in south central Los Angeles from 1992. 565 destroyed businesses 2267 were owned and operated by Korean/american.

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

Damage estimated in Los Angeles riot after mass:

- 138,000 jobs loss
- \$7,000,000,000 in property's and businesses
- \$1,656,000,000. will costs taxpayers unemployment
- \$ 400,000,000. legal and justice systems
- \$ 250,000,000. medicare
- \$2,780,000,000. lost income from jobs loss
- \$ 556,000,000. income tax loss
- \$ 7,000,000 city business tax loss
- \$ 50,000,000 state taxes loss
- \$ 500,000,000 tourist dollars loss
- \$ 250,000,000 into-related jobs lost, army cost and business

Total: \$13,149,000,000 loss in billions

• TO PREVENT THAT EVER HAPPEN AGAIN WE MUST :

• It is the political, religious and community leaders themselves who must be censured for allowing this activity to continue for so long unchecked.

• Laws must be introduced that will effectively punish those who wilfully incite hate and violence against any individual or group.

• Obviously, such laws must be applied not only to the population as a whole, but to our government agencies, political, religious and community leaders as well as business principals of media, news paper, any form of literature, radio, any form of promotion, advertising. This is only way to change, nothing less.

WE PARENTS HAVE A RESPONSIBILITY FROM THE GOD MIGHTY TO PROTECT OUR CHILDREN FROM LEADERS WHO PREACH HAT NOT GOODNESS OF THE MAN, DO NOT LET NO ONE CAME BETWEEN YOU AND YOUR CHILDREN BECAUSE YOU WILL SAFER MOST IF SOME THING HAPPENED TO YOUR CHILDREN.

AS A PARENTS AND EDUCATORS AND COMMUNITIES LEADERS WE MUST TEACH OUR CHILDREN ABOUT A POWER THEY INHERIT IN OUR CONSTITUTION WHICH PROTECT ALL OF US EQUALLY.

FOR TODAY FREEDOM WE PAID VERY DEARLY, A HUNDREDS THOUSANDS OF (WIGHT) AMERICANS DIED FOR YOU AND ME AT AMERICAN REVOLUTION, SO ALL OF US CAN ENJOY OUR FREEDOM FROM ENGLISH SLAVE MASTERS!

WE MUST PROTECT OUR INHERITANCE (THE CONSTITUTION OF USA)

Media and press must make an attempt to calm our society rather than distorted and make a efforts to investigate the core of the problems and expose those who are responsible .

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

There are four distinct areas of our society today that require immediate and profound attention if the United States is to remain the world superpower, economically, socially and morally.

These areas are: • Education • The Family Unit
• Religion • Government

EDUCATION

Problem Identification

It should not be a surprise to anyone that our Public educational system is in a state of total disrepair, over staffed, disorganized, and principals of public schools often are out of contact of reality in what our children exposed every day.

One student costs to taxpayer \$ 9,000.00 a year and steel not enough. Our Public School boards members are led by political appointees who have no idea what to do, rather than professionals educators devoting their times to development new curricula and new exciting approach to the furtherance of superior educational goals.

If that was not enough, our Public School boards were supposed to have been composed of community volunteers rather than the paid political appointees we must deal with.

With uncontrolled budget where is one Public school with capacity 3,000 students and 300 teachers and 25 administration and support staff costs \$27,000,000. a year to taxpayers, governments have been forced to slash educational budgets in order to finance other expenditures.

However, this has not stopped the education boards themselves from raising management fee.

PROBLEMS IN PUBLIC SCHOOLS

• Discrimination among students, gangs operation and disturbances, violence, substances abuses, rape, fear and boring curricula.

• Very difficult to recruit to public school educated and motivated professional teachers as well as funds for purchase of modern and ever increasingly expensive school equipment which usually will be damage or stolen by gangs members (students).

• Therefore, less effective and less motivated part-time teachers are becoming more prevalent, while Public schools are becoming filled with outdated curricula and old equipment.

SOLUTIONS FOR OUR SOCIETAL PROBLEMS

These above shortcomings have served to:

- Sap student's drive and motivation because they feel that education will not make a difference in their future lives.
- And, lead to the highest level of Public high school dropouts this nation has ever seen, namely 18.0 million per year.

HIGH SCHOOLS DROPOUTS WILL BE CAME BURDEN TO FUTURE TAXPAYERS AND NEED ADDITIONAL FINANCIAL ASSISTANCE FOR THEM AND THEIR CHILDREN.

Combining this with statistics that indicate that 60% of university graduates cannot find positions in their respective fields, means that these university graduates are falling back on jobs they performed when they were in high school. This combination of factors has led to higher than ever levels of expenditure in:

- | | | | |
|------------|-----------|------------------|-------------------|
| • MEDICARE | • WELFARE | • UNEMPLOYMENT | • SUBSTANCE ABUSE |
| • RIOTS | • CRIME | • JUSTICE SYSTEM | • PROSTITUTION |

Obviously, the long-term economic, moral and social costs involved with these problems are a tremendous drain on all of our societal resources.

Although government has had a major impact on the deterioration of our Public educational system, the community at large and the declining moral constitution of our society must also bear some of the responsibility, namely:

- Family breakups and verbal and physical abuse, poor nutrition and poor closing, parent ignorance and unfulfilled promises.
- The liberal attitudes towards sex, and the introduction of sex education at earlier grades means that children eight years and older are now actively discussing sex and birth control in public schools.
- The advertiser's role in using sex to promote a variety of products means that children, being experimental creatures by nature, are now actively engaging in sex at ages as early as nine years old in a bid to experiment with what they have seen on television and lead to early pregnancies.
- Movies, television and music, all of which are continuously promoting strong emotions against our institutions, law and family, means that children are coming into the schools with a very poor attitude towards learning.

IN PRINCIPLE

PEACE IN A NEW NEAR EAST ERA FOR PALESTINIAN PEOPLES---ALL PEOPLES---INCLUDING ISRAELI PEOPLES STARTS FROM BUILDING SELF-ESTEEM. HENCE, OPENING OPPORTUNITIES FOR PEACE AND CHOOSING PEACEFUL PROCESSES BLESSES ALL PEOPLES.

IN THE SPIRIT OF JERUSALEM AS THE "CITY OF PEACE," AND, IN THE HOPE OF REPLACING DISPLACEMENT, DESTRUCTION, AND DISPAIR WITH RESTORATION, RENOVATION AND COOPERATION, THE PARTIES TO THE CONFLICT IN THE HOLY LANDS, AGREE TO MEET AND DISCUSS THE DETAILS OF ESTABLISHING:

PART I

THE UNITED NATIONS OF PALESTINE

WITH CAPITAL IN JERUSALEM

PART II

1. THAT ISRAEL RECOGNIZE JUDEA AND SAMARIA AS A FEDERATION KNOWN HENCEFORTH AS: WEST PALESTINE AND GAZA

2. THAT HT PALESTINIAN GAZA AND WEST BANK POPULATION ADOPT TO REPLACE THE NAME FOR THE WEST BANK AS: WEST PALESTINE

3. THAT WEST PALESTINE OFFER FEDERATION OF ALL HOLY LANDS IN PEACE, HENCEFORTH KNOWN AS:

THE UNITED NATIONS OF PALESTINE

4. THAT ISRAEL RECOGNIZE AND ACCEPT MEMBERSHIP IN THE FEDERATION OF OF HOLY LAND CALLED THE UNITED NATIONS OF PALESTINE

5. THAT ISRAEL PROVIDE A SITE FOR A CAPITAL IN JERUSALEM FOR THE UNITED NATIONS OF PALESTINE

6. THAT THE BASIC POLICIES OF THE UNITED NATIONS OF PALESTINE INCLUDE:

- INTERNAL FREE TRADE
- NEGOTIATE THE END OF THE ECONOMIC BOYCOTT
OF ISRAEL BY ARAB STATES
- UNIVERSAL FREEDOM OF TRAVEL TO HOLY SITES
- ENCOURAGE OTHER HOLY LAND NATIONS TO JOIN
THE UNITED NATIONS OF PALESTINE

7. THAT ISRAEL MAINTAIN SECURITY FOR THE U.N.P. UNTIL PEACE THROUGH LAW AND ORDER WITH JUSTICE IS ESTABLISHED

8. THAT ISRAEL ALLOW ANY CITIZEN TO PURCHASE REAL ESTATE IN WEST PALESTINE SHOULD IT COME UP FOR SALE

TO: JAMES A. BAKER III, CHIEF OF STAFF FOR
RE-ELECTION CAMPAIGN

FROM: THOMAS OWEN MUSTRIC, POLITICAL ANTHROPOLOGIST
134 E. LINCOLN STREET FORTM TRACT DIPLOMACY
COLUMBUS, OHIO 43215
PHONE: 1-614-424-6644 W. D.C. PHONE 26-10-92 UNTIL 29-10-92
1-202-547-1417 (MACHINE)

DATE: 28-10-92

TOWARD A BASIS FOR A CONSIDERATION FOR THE
NEXT SERIES OF PEACE TALKS, PLEASE FIND
PROPOSAL "IN PRINCIPLE."

PART I:

DR. MUSA BREIZAT (JORDANIAN DELEGATE)

"JORDAN WILL COOPERATE" 10/26

"VALUABLE CONCEPT" 10/26

"YES, [AS A BASIS]" 10/28

MR. NASAR (PALESTINIAN DELEGATE)

"YES [AS A BASIS]" 10/27

DR. MICHAEL WIDLANSKI (PAST DELEGATE FOR ISRAEL)

"YES [AS A BASIS]" 12/11/91

[PROPOSAL IN REVIEW]

I WILL CONTACT BOB MUSTAIN (647-7550) AT STATE DEPT.
FOR P.M. OPPORTUNITY TO OBSERVE M.E. PEACE PROCESS STYLE.

J.O. Mustric

TO: Secretary of State, James A. Baker III
FROM: Thomas Owen Mustric, political anthropologist
DATE: December 11, 1991
RE: Request for next ME Peace Conference Invitation

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MID EAST PEACE IS POSSIBLE?---Micro study

One of the most interesting of the eight topics of the 1982 GREAT DECISION SERIES---a public education program that each week discusses perceptions of world problems with with regional specialists---was our fourth topic, "The Palestinians." Following discussion everybody completes ballots recommending policy. Since this is a national program, ballots are tabulated by Zip code and sent to respective Congressional persons and the President to assess an informed public's opinion.

"The Palestinians" was held at the Unitarian Church in Columbus, Ohio, in February, 1982.

We had three resource persons participating: two representing Israel and one representing Palestine. Following open dialogue were questions from our Great Decision group. The opening question I asked all three guests was, "What is your solution to the Palestinian question?"

Representing the Palestinians was Houssam Hourani, a radical PLO member from Palestine. Jewish representatives for Israel were Miss Dana Blumenfeld and Rick Levine.

The first two hours were intense. The PLO representative was first to answer, "My solution to the Palestinian question is kill all the Jews!" I just sat in shock. I could not believe what I had just heard. I listened to a person who could only think one way. I carefully took note of the kind of language that he used to respond to his feelings and to events that were to very important to him.

Rick, the Jewish young representative for Israel, held up a large sheet of paper crayoned black, "Here are all the contributions that the PLO have done toward the formation of the State of Palestine!" I spoke up and said that that was just a black sheet of paper. "That is right. That is all that they have done!" he repeated and I got the point.

This went on for two hours. I became disgusted. It was after everyone had gone that I took the challenge to test my logic systems on these minor actors representing the Middle East peoples of Israel and Palestine. I had Houssam on my right and the others on my left. Houssam's American girlfriend sat on the couch. I had collected the ballots as our group left. Only the guests were still carefully filling out their ballots.

"Is peace in the Middle East possible," I asked myself?

I was so determined that I closed the door to the room not really wanting my guests to leave until we had come to

MEMO

TO: JAMES A. BAKER III, CHIEF OF STAFF FOR RE-ELECTION

FROM: THOMAS OWEN MUSTRIC, POLITICAL ANTHROPOLOGV

134 E. LINCOLN STREET

FORTH TRACT DIPLOMACY

COLUMBUS, OHIO 43215

PHONE: 1-614-424-6644

W. D.C. PHONE 28-10-92 UNTIL 29-10-92

547-1417 (MACHINE)

TOWARD A BASIS FOR A CONSIDERATION FOR THE NEXT
SERIES OF PEACE TALKS.

an agreement. In fact, I approached the PLO's American girlfriend sitting on the sofa and said, "What do you think the probability is for me to bring everyone into an agreement on the Middle East and getting them to shake hands before they leave?"

She said that that was impossible, "No, that's crazy. They wouldn't do it. They would kill each other first." I assuredly took the challenge. I positioned myself at the round table with my hand-drawn map of Israel and the surrounding area.

Earlier that morning when Houssam arrived I showed him my map and he said, "Where is Palestine? I was embarrassed. I really did not know. The topic was really quite new to me, confusing no matter how many times I read the section in the GREAT DECISION's book. He seem to respect me for quickly writing "Palestinian area" on the top of the map. The map now centered on the round table.

We all stood. The door was closed. I felt all that I had learned was running through my mind. I began.

First, I saw what we had in common. "Look, we are all young. In the future our families will have children. Now, look at Dana; she is a beautiful, intelligent, and talented young woman. Rick is a good-looking, bright young fellow. They will someday have beautiful children. You will have children also. And they will be beautiful also. I don't want to see your children killing his, and I don't want to see your children killing theirs. Do you seriously want for your children to kill their children, and their children killing yours, and both my two boys killing both of yours? Let's see if we can make an abstraction to give some resolution to this issue."

"Let's then assume that Rick and Dana represent Israel and you, Houssam, represent Palestine. As we build now for resolution, I want each of you to make a choice knowing the consequences that will determine your countries' direction." Pointing to the West Bank and Gaza Strip I said, "Now what do you want, Houssam?"

"Rick and Dana, will you permit Houssam to be able to buy his grandfather's farm and gas station in Haifa as a Palestinian citizen, should it come up for sale? We all want there to be a Palestine. What do you want? Could we have an East-West Palestine with a flag, jail, and passports? What do you need?"

"Our real needs are food, clothing, and shelter. What we think we need is respect for another way of life, religion, and country -- and for our way of life. For with life there is opportunity, with death we take nothing with us. What we are 'told' we need is nationalism, nazism, and patriotism. That's what we hear from our grandfathers, Reagan, Begin, and Saud. (I coined the phrase). But 'now'

it is up to you, Houssam, Rick and Dana. We now acknowledge the mistakes made by the United States and England in underestimating Arab self-esteem. The WWII mentalities of our grandfathers have left for us a potential world of war. But now I say again that we are assuming that Israel is a given. Palestine can be a given. The choice for your country is yours. What kind of quality of life -- and that is certainly more important than length of life -- do you want for your children?"

"If it is to be war, then for each gruesome guerrilla attack upon the peoples of Israel there will be a reaction exacting a devastating Palestinian punishment."

The imaginary became real as Houssam and Rick opened up that they really feared each other. I continued, "Is what you want for both your children's quality of life to be fear?"

The dialogue went only from me to each of them and back to me. Each time I rephrased what the other had said putting it in the context of surviving through peace. As I recall, it was at this point that I used the logic that I didn't want to see my kids killing each of theirs. It was then that to my surprise they wept---all three. The only thing that I had not predicted. I had gotten them to relate now as human beings, in touch with their own feelings! My strong logics were making closure or bringing to resolution the disfunctional dynamics on only thinking one way. Could I get Houssam to make new learning? Was he ready to learn?

"Now, Houssam, can we start with an East-West Palestine and a respect for Israel's existence? What do you think?" Each question of the one I would ask the other, always in fairness. "In making this abstraction, we are concerned about building a future for Palestinian children. Clearly it might take 50-100 years to re-educate children to get along or respect their differences."

I asked, "Can you make the choice to grow from an East-West Palestine?" To relieve the tension I acted confused as I pointed out that the West Bank was East Palestine as viewed from West Palestine (Gaza).

Humor helped make us more comfortable. Seriousness returned quickly. But I had not heard the "yes" that I was listening for, as he said, "but 90% of Palestine will not agree."

I am thinking to myself, "All I want, Houssam, is for you to see another line of logic, another way to see a problem's solution or its management (since we cannot really solve world's problems) rather than war."

I theorized that Houssam's strong emotions were preventing him from thinking more than the one way: "to kill all the Jews." His feelings stemmed from his father

being killed, his family having to live in squalid tents, and his grandfather having lost his gas station to an Israeli.

Seriously and dramatically I suggested then, "The question is, Houssam, what am I to tell by Congressman at the end of the GREAT DECISION series as to what to do about the Palestinians? He is going to get these balloted opinions. I will personally see him. What you decide now IS important. Do I suggest to my Congressman to make directives for Israel to create an East-West Palestine and toward mutual respect and grow in peace or do you want the consequences of your single-minded thinking to be the decisive rationale for war? For if war is your choice, I can assure you as a student of National Security Policy that the United States has sophisticated satellites and weapons which may force a solution that will not give an acceptable quality of life for your children. Is this what you do want?"

"On the other hand, I can assure you that as good neighbors to Palestine, the United States and Israel can potentiate a quality of life that brothers in history, partners in growth, and teachers for the world should have. This must be done without any cost to the security of Israel which is strategic for the United States. Now, what do you want?"

Then, I listened. I looked. I stopped.

"I want peace. I would be willing to have a start with an East and West Palestine...and grow." He glowed as he said East and West Palestine---such sweet sounds.

Reinforcing his judgment I put one arm around him, "Do you now see an alternative?" On his own he outstretched his arm to the Israeli representatives. Sensitive to the moment, they extended their arms. Houssam's American girlfriend's jaw seemed to just drop for she thought she knew Houssam better than I did. I will always remember that experience.

As my friends, Houssam left with his friend, and Dana with Rick, I could now hope that at least an option for peace was considered.

One reason for the success perhaps was that no phone rang in the room, it was quiet, and we had no interruptions. But even then, when the Palestinian extended his hand to the Jewish representatives and after Houssam said, "I really do want peace" there came a quiet, a calm that was most unnerving because I could sense that we all felt chills running up our arms.

I hoped that Dana and Rick could now see how important it was to consider Palestinian self-esteem.

What is the next step? I happily and sadly reflected

that if what happened hit the PM news it would not yet be a success for the world. For Houssam is only one---but what did happen could be a start.

I recall being able to reach Houssam by phone on Tuesday. I asked if his new mode of thinking was still with him. He assured me that it was.

It has been ten years since these "East-West . Palestine" negotiations occurred. That year I decided to go to Washington DC to study the right kinds of questions to better understand what is really going on in the Middle East. As a non-registered student, I sat in classes early morning to late at night, taking undergraduate, graduate, and postgraduate courses at three major universities: George Washington University, Georgetown University (2 semesters), and Johns Hopkins School of Advanced International Study.

I was able to be present along with the international press during President Bush's 1991 Middle East Peace Conference this December 10-11th as directed by Secretary of State James A. Baker III.

Respectfully,

Mr. Thomas Owen Mustric
134 East Lincoln Street
Columbus, Ohio 43215

Phone: 1-614-424-6644

P.S.: My great (5th) grandfather was John Q. Adams.



nen

FACSIMILE TRANSMISSION

PRESIDENTIAL TASK FORCE ON
LOS ANGELES RECOVERY
350 SOUTH FIGUEROA ST., SIXTH FLOOR
LOS ANGELES, CALIFORNIA 90071

FROM David J. Beightol

TO James A. Baker III

FAX NO. (213) 894-7746

FAX NO. (202) 456-1121

PHONE NO. (213) 894-6663

PHONE NO. _____

Total Number of Pages
Including Cover 12

COMMENTS:



PRESIDENTIAL TASK FORCE ON LOS ANGELES RECOVERY

David Keams, Co-Chair
Deputy Secretary
U.S. Department of Education

Al DelliBovi, Co-Chair
Deputy Secretary
U.S. Department of Housing
and Urban Development

David Beightol
Executive Director

MEMORANDUM FOR JAMES A. BAKER III
Chief of Staff

FROM:

DB

David Beightol
Executive Director

RE:

Los Angeles Recovery Effort

DATE:

October 23, 1992

In light of continued interest of the National media in the Los Angeles recovery effort (including Nightline the past two nights), I am faxing you the attached summary of what we have delivered to date.

As always, Bob Grady can provide further details if needed.

Attachment

Attachment 1

Names of Opportunity L.A./USDA employees available for interviews

Steve Sanders -- (818) 786-1013 (Van Nuys)
Edgar Baker -- (213) 737-9019 (Los Angeles)
Ana Smith -- (310) 973-2165 (Hawthorne)
Laguan Cunningham -- (213) 563-6573 (Los Angeles)
Michael Frios -- (213) 971-1048 (Los Angeles)
Reggie Stoner -- (213) 752-7924 (Los Angeles)
Edgar Rosario -- (310) 671-2337 (Inglewood)
Johnnie Mae Harris -- (213) 752-4123 (Los Angeles)

PRESS CONTACTS FOR NOCS

COMPTON

Jane Harmon - NOC Customer	(310) 605-0053
Fred Parker - Compton Chamber of Commerce	(310) 631-8611

Pico-Union

Al Ricca - NOC Customer	(213) 387-5820
Gloria Farias - Pico-Union Housing Development Corporation	(213) 749-8047

Mid-Wilshire

Dong Hoon Kim - NOC Customer	W-(818) 358-6016 H-(818) 358-1107
John Kim - Community Volunteer	(213) 653-6774

Withdrawal/Redaction Sheet

(George Bush Library)

Document No. and Type	Subject/Title of Document	Date	Restriction	Class.
01. Contact Sheet	SBA Contacts [Redaction of personal information] (1 pp.)	10/23/92	(b)(6)	

Collection:

Record Group: Bush Presidential Records
Office: Chief of Staff to the President, Office of the
Series: Baker, James A. III
Subseries: Public Correspondence Files
WHORM Cat.:
File Location: [Public Correspondence, Oct/Nov 1992] [8]

Date Closed: 11/28/2001	OA/ID Number: 93016-002
FOIA/SYS Case #: 2000-0715-F	Appeal Case #:
Re-review Case #:	Appeal Disposition:
P-2/P-5 Review Case #:	Disposition Date:
AR Case #:	MR Case #:
AR Disposition:	MR Disposition:
AR Disposition Date:	MR Disposition Date:

RESTRICTION CODES

Presidential Records Act - [44 U.S.C. 2204(a)]

P-1 National Security Classified Information [(a)(1) of the PRA]
P-2 Relating to the appointment to Federal office [(a)(2) of the PRA]
P-3 Release would violate a Federal statute [(a)(3) of the PRA]
P-4 Release would disclose trade secrets or confidential commercial or financial information [(a)(4) of the PRA]
P-5 Release would disclose confidential advice between the President and his advisors, or between such advisors [(a)(5) of the PRA]
P-6 Release would constitute a clearly unwarranted invasion of personal privacy [(a)(6) of the PRA]

C. Closed in accordance with restrictions contained in donor's deed of gift.

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(b)(1) National security classified information [(b)(1) of the FOIA]
(b)(2) Release would disclose internal personnel rules and practices of an agency [(b)(2) of the FOIA]
(b)(3) Release would violate a Federal statute [(b)(3) of the FOIA]
(b)(4) Release would disclose trade secrets or confidential or financial information [(b)(4) of the FOIA]
(b)(6) Release would constitute a clearly unwarranted invasion of personal privacy [(b)(6) of the FOIA]
(b)(7) Release would disclose information compiled for law enforcement purposes [(b)(7) of the FOIA]
(b)(8) Release would disclose information concerning the regulation of financial institutions [(b)(8) of the FOIA]
(b)(9) Release would disclose geological or geophysical information



PRESIDENTIAL TASK FORCE ON LOS ANGELES RECOVERY

David Kearns, Co-Chair
Deputy Secretary
U.S. Department of Education

News Release

David Beightol
Executive Director

Al DelliBovi, Co-Chair
Deputy Secretary
U.S. Department of Housing
and Urban Development

HUD No. 92-101
Jack Flynn (202) 708-0685
Scott Reed (213) 251-7122

FOR RELEASE:
Monday
September 21, 1992

HUD AWARDS FUNDS FOR LOS ANGELES RIOT RECOVERY, ECONOMIC EMPOWERMENT IN CALIFORNIA COMMUNITIES

In rapid response to problems caused by riots earlier this year, HUD has awarded \$4 million to Los Angeles, Los Angeles County, Long Beach, and five other California communities to support neighborhood economic empowerment programs, Secretary Jack Kemp announced today.

"Our goal is to create a climate of opportunity in riot-scarred and impoverished neighborhoods," Secretary Kemp said. "These areas that today are economically - distressed can be revitalized through enterprise zones and other strategies that empower local residents."

The HUD funds will be used for technical assistance to support local economic development programs that create or expand small businesses, and provide education and job training for low-income residents. The funds may also be used to support development of state enterprise zones, and, if enacted, Federal Enterprise Zones.

An important element of these technical assistance funds is their ability to help build--directly or indirectly--local coalitions among government agencies, schools, business groups, social service providers, and financial institutions. These coalitions will be key in the empowerment of local neighborhoods as rebuilding and community

-more-

development programs are implemented.

The City of Los Angeles will use \$1,052,631 to carry out a four-pronged program: helping existing businesses destroyed or severely damaged by the civil disturbances; attract or expand businesses to provide necessary goods and services for local residents; create job opportunities for low-income residents through business development and expansion; and help build capacity and encourage participation by local neighborhood economic development organizations. Activities will be focused on the five areas damaged during the riots.

The County of Los Angeles will use \$1,052,631 to coordinate efforts of all the public and private groups involved in rebuilding. The funds will be used to identify and track resources, collect development information, monitor recovery programs, build local coalitions, and develop new local businesses.

The City of Long Beach will use \$491,228 to implement the Long Beach Economic Empowerment Program. The program will include exploiting employment, job training and business development opportunities in the new Long Beach Enterprise Zone, and establishing a community-based nonprofit corporation to lead the redevelopment of the Atlantic Avenue Corridor, which sustained major damage as a result of the riots.

Each of the following communities will receive \$280,702 in HUD technical assistance funds awarded under this competition for a variety of economic empowerment programs: Compton; Huntington Park; Inglewood; Lynwood; and Pasadena.

#

Growth Stimulus

Status: The Department of Commerce has awarded \$1.5 million to the Los Angeles Convention and Tourism Bureau to support a marketing campaign to increase foreign tourism. At the time the grant was awarded, local officials estimated that the civil unrest could contribute to the loss of 31,000 tourism related jobs. This grant was to help offset such a negative impact to the service sector. (80% of the employees in the tourism sector are minorities.)

The Department of Commerce has awarded Rebuild LA up to \$3 million for expenses and contracting costs. Rebuild LA is a critical partner in the recovery process, and has primary responsibility for bringing growth to these troubled neighborhoods. The Task Force participates in and supports their activities daily.

HUD has awarded \$4 million in technical assistance to eight local governments for neighborhood planning. Edna Bruce, Manager of Intergovernmental Relations, Community Development Committee of the County of Los Angeles, can explain how they will utilize these funds to revitalize the county. (213-260-2100). (See attached press release.)

Availability of Capital

Status: The San Francisco Federal Reserve is working with area financial institutions and Rebuild LA to create a multi-million dollar community development corporation to finance new business development. This consortium has signed a loan security agreement and is on track to issue loans in January 1993.

Robert Perry, President of the San Francisco Federal Reserve, has been coordinating this project with local banks and can further explain this important component of Los Angeles' growth strategy, (415-974-2121). Public information officer, Bob Feinberg, (415-975-3169).

The Federal Home Loan Bank system, under the Community Investment Program, is making \$600 million available in loans to financial institutions at favorable interest rates to finance low-income housing projects and commercial and economic development activities. To date, \$23 million has been utilized.

For additional information, contact James E. Yacenda, Federal Home Loan Bank of San Francisco. (714-633-1271).

Deposit Support

Status: The Department of Energy is depositing \$22 million from a petroleum violation escrow fund in local minority banks to increase their lending power and financial base. While there are statutes that govern the speed with which these funds can be deposited, the Department of Energy has doubled the disbursements per month and to date will have transferred \$18 million by the end of October.

For more information, contact Jackie Knox-Brown at the Department of Energy, (202) 586-8383.

Business Support and Entrepreneur Training

Status: To help nurture the entrepreneurial spirit that thrives throughout Los Angeles, the Small Business Administration (SBA) will open a Business Information Center (BIC) to provide business counseling and start up services for the small enterprises and employers that are the life-blood of these communities. In addition, SBA is providing the bulletin board access to SBA and Department of Commerce programs and services, business reports, and local contracting information. The BICs will have computer linkage to the NOCs.

SBA Regional Administrator Oscar Wright (415) 744-6402 can further explain these services.

EQUITY AND OWNERSHIP:

Home Ownership

Status: To encourage private ownership and empowerment, the Department of Housing and Urban Development (HUD) has expanded HOPE project funding in Los Angeles. Nora King is a resident leader in Nickerson Gardens and can explain the importance of the pride and respect that comes with ownership.

In addition, HUD has awarded \$35 million to the City of Los Angeles for HOME applications, as well as \$13 million to Los Angeles County for similar projects. And to help families not quite ready to purchase a home, HUD has awarded \$29 million to support 600 families with Section 8 rental vouchers.

Workforce Training

Status: The Department of Education has awarded \$7 million to the Los Angeles Unified School District to fund a joint effort with Workforce LA. This project will utilize existing job training centers, tying them together with the school system, area colleges and universities, and the business community.

The Department of Labor has awarded \$14 million to the State of California to support local job training activities.

Dr. Celia Ayala, Director of Programs and Instructional Technology, can explain WorkForce LA's strategy and how they are utilizing the Federal contribution (310-922-6319).

Summer Jobs and Temporary Employment

Status: The Department of Labor contributed over \$48 million for summer jobs, more than doubling the number of employment opportunities throughout the year to over 29,000 jobs. These are jobs for 14 to 21 year old youth that help to develop a strong work ethic and basic job skills, like computer services, and construction.

USDA through the Forest Service provided \$5.8 million to hire 645 local citizens for conservation jobs in the national forests. The Urban Forestry/Gardening Program created 307 new jobs (100 permanent; 207 part-time), totalling \$2.75 million.

Attachment #1 gives names of several individuals who would be pleased to share their experiences.

LOS ANGELES RECOVERY PLAN UPDATE

October 21, 1992

Right now, the primary objective of the Presidential Task Force on Los Angeles Recovery is to expedite the delivery of promised grants, loans, and assistance to the people of Los Angeles and to help them build a brighter future.

In coordination with city, county and state officials, as well as members of the community, the Task Force identified ways to support local efforts to:

- improve education and job training.
- encourage economic growth, jobs and opportunity.
- help residents develop and accumulate equity and ownership in the community.
- help make the streets safe so that families can live without fear, children can learn, and business can prosper.

In each area, the Federal government has delivered. Federal relief aid to the City and County of Los Angeles was originally expected to exceed \$1.2 billion in total. To date, \$1.4 billion has been delivered, more than promised. The additional \$200 million was made available through the efforts of The Presidential Task Force and participating Federal agencies who targeted their own monies to programs in response to the civil unrest.

While it will take years to fully measure the progress, this is a selection of accomplishments in each area of assistance and resources made available:

EDUCATION AND JOB TRAINING:

Career Academies

Status: Los Angeles Unified School District has submitted a plan to establish Career Academies for at-risk youths, utilizing Department of Education and Department of Defense funds. Education has allocated \$1 million for Career Academy projects that will include Los Angeles and has signed a Memorandum of Understanding with Defense to coordinate this effort. Grant awards will be announced this month.

Assistant School Superintendent Gabe Cortina (213-625-6773) is very familiar with the Career Academy concept.

GROWTH, JOBS AND OPPORTUNITY:

Neighborhood Opportunity Centers

Status: One of the success stories of the immediate disaster response were the Disaster Application Centers coordinated by FEMA. The purpose of these centers was to provide one-stop shopping for disaster relief and to help citizens work their way through the myriad of available services. The Neighborhood Opportunity Centers (NOCs) are designed to continue this concept by providing efficient access to the services that local residents need the most. In conjunction with state, County and local officials, as well as community based organizations, there are now NOCs open in Compton, Mid-Wilshire, and Pico-Union, with additional sites in Crenshaw and other neighborhoods expected.

Each NOC has been established with a local advisory committee to identify the needs of each particular community and the city, county, state, Federal and private services available to meet those needs. Attached is a list of community members involved in these NOCs who can explain their services.

Investment Incentives

Status: As of October 16, SBA has processed 5,481 applications for small business loans. They have approved 4,010 applications, or 73%, for a total dollar value of \$240.2 million. Almost 1/3 of these loans will have deferred repayment schedules to give small businesses every opportunity to get on their feet. Ninety-nine percent (99%) of all loans are at the lower 4% interest rate.

SBA is still processing applications for disaster loans and the final total dollar value is expected to be approximately \$350 million.

One such loan recipient and small business person is Glorianita Meggett, who owns a small clothing store, (213-295-8508 or 294-0836). "Meggett's Place" was destroyed during the riots. With the help of SBA, she has rebuilt a successful enterprise and is now helping others to do the same.

Defense Conversion

Status: This month, the Department of Commerce will award \$5.6 million for three defense conversion initiatives proposed by Los Angeles County. The grant will assist defense related industries and employees make a smooth transition into a post coldwar economy. The Los Angeles Economic Development Corporation will administer the creation of the Los Angeles Aerospace Council.

Gary Conley, President of the Los Angeles Economic Development Corporation, will supervise this project and can explain the benefits of this grant, (213-462-5111).

SAFE NEIGHBORHOODS:

Weed and Seed

Status: Federal agencies have contributed \$19 million for Weed and Seed in Los Angeles. \$1 million will be used by local police authorities to support community policing, to "weed" out career criminals, and to make the streets safe. \$18 million is being used for local "seed" activities to prevent crime from returning to these neighborhoods. These projects include \$3 million for a Head Start Family Service Center, \$4 million for substance abuse prevention and treatment, \$2 million for "safe haven" or after-school services, and \$1 million for local job training.

Local residents and officials formed Weed and Seed working groups to determine the particular needs of their communities and how to apply Federal funds. U.S. Attorney Terry Bowers, (213-894-2401), is coordinating this effort. Assist School Superintendent Gabe Cortina can also help explain how Weed and Seed funds are being utilized to help make their community safe so children can learn, families thrive, and business prosper.

NOTE: FEMA, to date, has spent 105.8 million and obligated \$207 million in direct response to the civil unrest in Los Angeles. It is expected that the total could reach \$300 million and the Federal Government is committed to meeting these needs.

The Presidential Task Force on Los Angeles Recovery remains committed to helping the people of the impacted area reach their goals. The Task Force will continue to take steps to ensure that federal funding will be available for all approved FEMA or SBA disaster applications.

Perceval-Montgomery International

hkn

Perceval-Montgomery International is currently having discussions, negotiations, or has agreements with the following:

Anthony Robbins
Digital Equipment Corporation
Dunn And Bradstreet
Ernst And Young, Accountants
Holland And Knight, Attorneys
International Business Machines
Jani International
Lackman And Associates, affiliates, Carnegie Mellon University
Micro Medics
Nielson Media Research
Ogilive And Mather
Satchi And Satchi
Sponsorship Opportunities
Super Script
Ultima II

Individuals in the following institutions have been sent The Global 25 Proposals package:

Brookings Institute
Congress
International Monetary Fund
National Association Of Business Economists
Pentagon
Senate
State Department
The White House
The World Bank
United Nations
United States Chambers Of Commerce

Additional information is available on request.

Contact: Ms. Ariz Montgomery
at Capital Hilton, Nov. 26-29
393-1000 # 620 for
details.

**Perceval-Montgomery
International**

MS. AMY MONTGOMERY
President

(904) 673-4663

Mr. James A. Baker III, White House Chief
Of Staff

Economic Plan To
Kick-Start The Economy!
Copy #3

U.I.P.!

Hand Deliver 10/26

**THE GLOBAL 25
ECONOMIC PROPOSALS**

Perceval-Montgomery International

207 Pine Cone Trail
Ormond Beach, FL 32174

October 10, 1992

Mr. George Bush, President
The United States Of America
The White House
1500 Pennsylvania Avenue
Washington D.C. 20500

Dear Mr. President,

Greetings again from central Florida. As a fellow Texan, I believe the yellow rose will bloom even brighter ! Texans do not back down-- we stand up and fight ! Time is of the Essence !

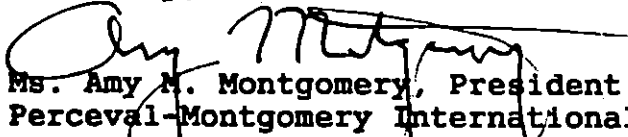
PMI has packaged this series of Economic Proposals called THE GLOBAL 25, as requested by several White House Staff members. The enclosure proposes a world economic coalition utilizing a balanced system of economics as a gateway to the 21st Century.

Committed to the future of America, THE GLOBAL 25 responds to the need to create American jobs, stabilize American Family values, stimulate the American business economy, increase the tax base, to be the catalyst to position America as the leader in World Global Competition to open the 21st Century ! We feel the Bush Administration is most capable of supporting these proposals. Utilize THE GLOBAL 25 to win this election !

At your convenience we would appreciate a response within fourteen days, after which we will contact you.

Call (904)254-3525, or FAX to (904)672-6041. Here's to the next four years ! God bless you, and may God bless America !

Sincerely,



Ms. Amy M. Montgomery, President
Perceval-Montgomery International

cc: James A. Baker III, Secretary, White House Chief Of Staff
Lawrence Eagleburger, Acting Secretary of State,
Richard Darman, Director, Budget Bureau
Mike Baskin, Chairman, Economic Advisors
John H. Gibbons, Ph.D., Office of Technology Assessments
Clairborn Pell, Chairman, Senate Foreign Relations Committee
Barbara Franklin, Chairwoman, Department of Commerce

Perceval-Montgomery International

Mr. John Evans
Senator Connie Mack Headquarters
517 Hart Senate Office Building
Washington, D.C. 20510

October 10, 1992

Dear John,

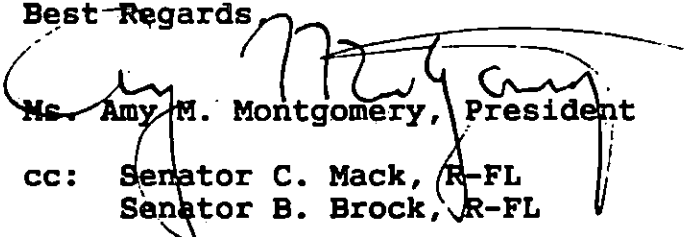
Thank you for taking the time to review our proposal. The Global 25 is the "New Order," designed to kick-start the economy in every direction. Please get the word up and out on this one. Time is of the essence.

I am sorry to have been so delayed on this project, as I had unofficial meetings with Washington personell back in February, '92. At that time, I was told to rush this project. I gave my word to do so. I'm sure that I can trust your expert judgment on who should be 'in the loop.'

I'll be looking forward to further communication from you. My office number is (904)254-3525.

My brother, Jonathan, says, "Hello" and wishes you well. We would enjoy a visit during the holidays.

Best Regards



Ms. Amy M. Montgomery, President

cc: Senator C. Mack, R-FL
Senator B. Brock, R-FL

DATE: October 6, 1992

TO: George Bush, President, United States of America

FROM: Amy Montgomery, President, PMI

RE: Plan for Victory: the Administration, the Nation, and the World

EXECUTIVE SUMMARY

The Bush Administration's obstacle to winning the '92 election is the U.S. public's perception that the Administration has no plan to extricate the nation from its economic and social malaise. Leading the many facets of this malaise are: U.S. failure to maintain global competition hence failure of the U.S. economy to generate sufficient jobs, perception by the middle class that they are under attack, i.e. paying more and more taxes, getting less and less attention and service, and disintegration of the American family via declining income, divorce, crime and drugs. Nothing less than a demonstration by the Administration of a broad sweeping vision accompanied by a broad sweeping plan capable of fulfilling that vision can garner victory for the Administration on November 3, 1992. We submit such a plan equal to this task for your consideration. Included are the services we can offer to assist in its implementation.

This comprehensive plan aims to deliver more bang for the public and private sector "buck" in each of the 25 domains in which it operates. Specifically, over the first five years of the plan, we estimate additions to benefits of \$6.508 trillion and to employment of 25.6 million. These employment and income gains will add \$244 billion to tax revenues which combined with \$85.2 billion in cost reductions will shave \$322 billion from the Federal Deficit. Details are shown in Table 1. This deficit reduction will lower interest rates by 0.7% which in turn will raise investment, tax revenue and employment by 8 to 12% annually.

The overall cost of the Plan of \$167.2 billion (see Table 2 for details) compared with its overall benefits of \$6.5 trillion results in an outstanding overall benefit/cost ratio of 38.9 driven by a substantial overall total net benefits amount of \$6.34 trillion. These Plan performance measures should convince the U.S. Public that the Administration has the plan to bring Victory to the Nation, and to the World.

The top 6 projects, ranked by benefit/cost ratio (Table 1, Col. 6) are (1) Automated Information Technology System (AITS), (2) Rings of Light, (3) Business Incubator, (4) Tot to Tot, (5) Economic Paradise Productions, and (6) Young Entrepreneurs. These Top 6 are specifically discussed in the report. A follow-up report will discuss the other 19 projects which together comprise the Global 25 Plan (G-25) and analyze net benefits in depth in a Table 3.

**THE GLOBAL 25
ECONOMIC PROPOSALS**

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THE GLOBAL 25

ECONOMIC PROPOSALS

PROPOSAL 1. MasterDot Automated Information Technology Systems (AITS)

[A Twenty-First Century Free-Market System: 21CFMS]

Technical Definition

An Automated Information Technology System (AITS) is a complex hardware/software program developed by MasterMind Marketing (MMM) for tracking consumer data. Both MMM and Electric Paradise Productions (EPP), a corporate colleague producing New Global Market Campaigns (EPPGM), spin off AITS technologies.

"The AITS is a point-of-sale (POS) based consumer data system resident at retail stores for purposes of capturing a data base capable of generating purchase and consumer profiles and providing purchase assistance education to consumers. Such a system is capable of establishing efficient retail merchandizing very quickly in EC markets as well as the emerging markets in East Europe and Russia (Conway L. Lackman , MBA, Ph.D.: Consultant, U.S. Rep., EC Trade Conference, Helsinki, 1992)."

AITS offers new exciting marketing services tailored to its client-user's need for effective interface with 21st Century New Global Market-place complexities well ahead of present systems.

Global trends of biblical proportions now confront multinational economies with unprecedented challenges. The interfacing European Economic Community (EC) and the United States of America's 'Tri-lateral Economy' (TE) warrants what we propose as Twenty-first Century Free Market Systems (21CFMS) to meet New Global Market demands in ways heretofore only imagined. Tomorrow has come.

Developing A Network

The objective of this venture is to create a worldwide network for consumer marketing, research, advertising, and philanthropic education that will help to balance the economic system to create job opportunity and assist in the universal development of capitalistic societies. This network is an American style "Kieretsu" encouraging individual consumers to contribute their voices to create cost-effective research as a base for product development through shared corporate sponsor benefits programs.

In addition the network utilizes government and private grants to provide matching funds--a guarantee of production implementation. The motivation of government agencies to promote corporate sponsor involvement is to be encouraged by targeting unused portions of grants and re-directing them to Direct Support Organization Foundations to compliment funds of such agencies as the Economic

Development Council, Better Business Bureau, Department of Tourism, Education, et. al.

How It Works

AIMS provides state-of-the-art technology for moment-by-moment sensitivity to worldwide market data useful to modern marketing and research divisions for horizontal strategies in an exploding global economy.

Automated terminals, called MasterDot AIMS Terminals, are installed for the private use of the consumer on-site at retail outlets.

Positioned to preserve privacy via the use of a plastic "WINNERclub Card," the consumer enters data in return for a bonanza of instant and future 'winnings.' Gold, Platinum and VIP programs are made available to "Frequent-Shopper" and other privileged accounts.

Incentives range from discounts on food, drink, gas, merchandise, to travel, recreation, sweepstakes, cash prizes and more. Strategic ad campaigns are to be showcased by removable façades framing the Automated Terminals.

MMM is able to offer its clients a plethora of services by the application of AIMS technology to markets anywhere in the world. AIMS may be used as a bargaining tool for trade negotiations since participating countries will be assisted with their own developing economies and consumer markets.

It is a firm conviction of MasterMind Marketing that the use of MasterDot AIMS Terminals will figure as a significant "jump-start" factor in the national economy by monitoring consumer-wants/needs and cultural trends through "Consumer Awareness Surveys."

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation

Beta Testing within three months; total program start-up within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 2. MasterDot: Family First Program (FFP)
[21CFMS]

Definition

A program designed to allow twelve weeks emergency leave time for employees of businesses of fifty employees or more. A percentage of MasterDot AITS Terminals stationary at educational and daycare facilities, and fast-food restaurant chains in America will be distributed to business employers' programs in the form of "cash credits" for Family First programs.

Overall Objective

To create enlightened child care policies in America and insure parental bonding necessary to future generations of Americans.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-

Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 3. MasterDot Tot-To-Tot: Automated Child-Care Technology (ACCT)

[21CFMS]

Definition

MasterDot AITS Terminals stationary at small-child care and corporate day-care facilities together with Automated Child Care Technology (ACCT) Systems provide and check and balance suystem established by child care organizations for maintaining safe qualified and healthy personell, procedures, and facilities. Corporate Sponsored educational programs including games and videos are designed to educate pre-school children to prepare them for Kindergarten.

Overall Objectives

To create enlightened child-care policies in America and insure the parental bonding necessary to future generations of Americans.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in

the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 4. MasterDot Economic Development Council
Sponsorship (EDCS)
[21CFMS]

Definition

Economic Development Council sponsors utilize MasterDot AITS Terminals and simultaneously coordinate blocks of small business sponsorship participation through their local Chamber Of Commerce, Better Business Bureau, et.al..

Overall Objectives

To create American jobs and stimulate American business worldwide.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

Definition

Overall Objectives

Technical Proposals, Time-Charts, Projections

- ## Capital Requirements

- Star-Up Implementation Within ten months.**

PAGE 7/31

PROPOSAL 6. MasterDot Career Advancement Centers (CAC)
[21CFMS]

Definition

Features Automated Career Technology Systems (ACTS) resident at independent and educational facility locations. "Career Advancement Centers" track job opportunities, network with the Young Entrepreneurs Exchange (cf. PROPOSAL 7) and Personality Analysis Testing (PAT) in coordination with the career placement industry. "Career Advancement Centers" network with the financial industry using the Campbell-Investment-Analysis-System (cf. PROPOSAL 8) to create small business packages. The Small Business Administration (SBA) and SCORE evaluates both small business packages and personell for government insured loan programs. The CAC network through the Real Estate Industry through Rings-Around-The-World Systems (cf. PROPOSAL 9) to physically place small businesses in "Highest And Best Use" locations. Education-to-Business and Business-to-Education linkage includes on-going continued education programs individually tailored to improve careers throughout the lifetime of an individual as on-going repeat placement/evaluation provides commercial effectiveness, mobility, and continued economical advancement/progression including Total Quality Management.

Overall Objectives

To create jobs through a comprehensive education-to-business link-up program that will balance the American education system and stabilize the American economy. This system will help to elevate individual self-respect and esteem, job fulfillment, and promote personal and family values. This system will enhance big business through investment opportunities and increased consumer spending capabilities ratios.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement; 4) Donated to the U.S.government through the U.S. Education Department.

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 7.

MasterDot Young Entrepreneurs Apprenticeship Exchange (YEAE)
[21CFMS]

Definition

An international exchange designed to create job experience and job opportunities for young entrepreneurs through apprenticeship programs. An opportunity to gain invaluable business experience and learn about other cultures by participating in one-year apprenticeships abroad. YEA links up to Career Advancement Centers (CAC) as detailed in proposal VI (previous).

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement;

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations 4) Donated to the U.S. government through the U.S. Department of Education.

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-

Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 8. MasterDot Campbell-Investment-Analysis-System (CIAS)
[21CFMS]

Definition

MasterDot Career Advancement Centers (CAC) provide a small business investment packaging system called the "Campbell Investment Analysis System." CIAS creates a revolutionary approach to small business investing by using new criteria for analysis focused on "highest and best success" personell placement standards through Personality Analysis Testing (PAT) procedures. SBA and SCORE analyze the potential for success providing SBA loans.

Overall Objectives

To create immediate job opportunities and small business financial aid through financial industry participation in American jobs; to expand American business development worldwide; to stimulate the American economy; to create opportunity for big business to assist through investment in small business enterprizes; to insure long term overall success for small business and the American economy as a whole; to stimulate investment in foreign markets; to discard the archaic systems of Communism and Socialism by generating a new system of economic progression which is perpetually balanced, based on relativity and systems of variables that stimulate vs. stagnate economics, individual markets, and entrepreneurialship through investment innovation.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 9. MasterDot: Rings-Around-The-World Data Systems (RAWDS) [21CFMS]

Definition

A clearinghouse database system designed to place existing American and foreign business and newly created small business through Career Advancement Centers (PROPOSAL 6) into the marketplace. Using strategically analyzed statistical, geographic and "highest and best success" evaluations criteria (PROPOSAL 8), RAWDS will evaluate the right environment for long-term business success rates. Start-up businesses requiring nurturing assistance may lease-up at Small Business Incubation Centers (SBIC) prior to total market placement. RAWDS will place businesses in vacant real estate across the United States and plan future business development based on comprehensive plans. Additional systems will provide commercial real estate brokerage information. Licensed Real Estate Agents (Realtors) only broker this system and service clients, as is the present practice of both SBA and SCORE.

Overall Objectives

Create American jobs, promote American business development abroad, and generally stimulate the American economy by enhancing consumer capabilities.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 10. Global Market Campaign-USA (GMC) (21CMFS)

Definition

Electric Paradise Productions (EPP) campaigns are designed to mesh lock-step with GLOBAL 25 PROPOSALS as outlined in this package.

Electric Paradise Productions (EPP) has developed "Global Campaign-USA" strategy to promote the United States of America worldwide, using the bellweather state of Florida (Global-Florida) as a model for the subsequent forty-nine states.

All EPP Global Campaigns are demographically and organizationally comprehensive, utilizing vehicles of entertainment, advertising, sports and fine arts promotion to saturate the New Global Marketplace. Grass-root strategies use a unique promotional technology EPP has materialized and designated as "Mobile Hospitality Units" to kick off all its MasterDot programs as mentioned throughout THE GLOBAL 25 PROPOSALS here presented.

Overall Objectives

To set in motion an initial campaign which will self-perpetuate a sequence of logical, creative, annual, follow-up campaigns; to employ a pattern of corporate business sponsorships featuring shared benefit packaging, and use a "cookie-cutter" base to maximize a cost-effective anti-inflationary impact.; to offer consistent service to both domestic and International Alliance Of Economic Development (IAED) clients;

EPP network efficiency generates competitor teamwork and proliferates jobs at every demographic level. Far more than mere 'business promotionals' these EPP campaigns are "people packages." They encourage a "Build America" pioneering spirit of good will and success, nexus of "life, liberty, and the pursuit of happiness."

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 11. Rings-Of-Light International Cultural Exchange (ICE) [21CFMS]

Definition

Perceval-Montgomery International (PMI)-developed. A Global Multi-Tiered Exchange designed to schedule, organize, and designate hosts for multiple philanthropic fund-raising efforts with participating IAED New Global Market nations to benefit the needs of their countries. ICE "First Tier Rings-Of-Light" hosts and hostesses are taken from the highest levels of international influence. They in turn will choose "Second Tier Rings-Of-Light" hosts and hostesses in concentric circles representing spheres of influence from top to bottom in the demographics of each nation. First and Second Tiers become "National Goodwill Ambassadors" to visiting VIP's of the New World Market at "Rings-Of-Light" social functions. Third Tier hosts will present neighborhood "block-parties" to build relationships and promote family values.

Overall Objectives

An international Global-Village Calendar of fund-raising events, from extravanzas to small gatherings will be hosted by participating IAED's to present humanitarian concerns of every description and upgrade the quality of life in the Global Village.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 12. Golden-Global-Vision Of International Awareness
(GLOVIA)
[21CFMS]

Definition

An over fifty-five (Golden-Age) television (Global-Vision) network produced by Golden Age Productions, featuring a format of Golden-Age themes such as:

Traditions, wisdom, family values, gracious living, manners and etiquette, history, society, news, business, investment/insurance/-health-care products, financial planning, politics, advice for young mothers, cooking, nutrition, exercise, dance, musical-variety shows, philanthropic/literary/fine arts events, point-of-view/-

talk/game shows, volunteering "Points-Of-Light" shows, cultural exchange/travel-for-pleasure/service/learning, hobbies/cottage/business/second careers, philosophy, religion, et. al..

Overall Objectives

Deepen the rootings in past-generation value-perspectives, effecting appreciation for cultural, historical, social, and philosophical viewpoints, providing data for wider understanding of the societal ecologies of the present.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 13. EuroVision (EUVI) [21CFMS]

Definition

A Von Kohl International (VKI)-development. Euro-based satellite television network featuring an economic growth and development format relative to the EC and Russia with formats such as:

Success/failure stories; financial planning/investment/counsel; big and small business trends/opportunities/relationships of man-

agement and labor; seminar/educational/apprenticeship/ travel/-culinary/convention/ opportunities; mega-and-micro-social/fashion/vacation trends; products, services, technologies on line/under development, et.al..

Overall Objectives

To capture a local, family, European viewing audience; to present individual European enterprize; to generate acquaintance with "what's happening "in the New Global Market; to reduce future shock and provincialism while building national pride and community; to keep U.S. interests, products, and mentality represented while making peace with the realities of the New Global Market; to position an "electronic ambassador" in the middle of the EC.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 14. Third World Satellite Communications Network (SCN) [21CFMS]

Definition

A Von Kohl International (VKI)-developed Global Telecommunication Educational Network beamed to Third World nations to promote eco-

conomic development, exports, education and technological know-how.

Overall Objectives

To create a developmental lifeline to Third World countries that can be supported by products, services, resources, and counsel, accelerating progress toward economic stability by transcendence of geographical boundaries and on-site personell.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within three years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 15. Gateway To Opportunity: Inventors Showcase (GOIS)
[21CFMS]

Definition

MMM-developed. An International Entreprenurial Exchange (IEE) television network channel for worldwide link-up of entrepreneurial associations.

Overall Objectives

To feature an IEE association-centered interest format related to innovation, invention, ideas, and new technology, to promote public

awareness, markets, and financial participation opportunities to lone inventors and creators.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 16. International Arts/Antiques Exchange (AAE) [21CFMS]

Definition

A private subscriber-only clearinghouse database system for fine art objects and antiques.

Overall Objectives

To index and showcase the art industry's wares for an international clientele; to preserve privacy, convenience, and increased trading for sophisticated clients.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased interna-

tionally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 17. MasterDot 21st Century Health Care Network (21CHC) [21CFMS]

Definition

MasterDot AITS Terminals resident at medical facilities across America. Total Quality Management Information Surveys for monthly patient/physician input for the gathering of related data to a regulatory medical commission.

Overall Objectives

To reduce health care costs 50% in the USA by: 1) attracting physicians to organizations created for such an aim; 2) "Fee For Efficiency"-based medical care pre-contracted selectively for global units of care; 3) Emphasis on prevention, early diagnosis/treatment; 4) Total Quality Management/Continuous Quality Improvement management systems; 5) The careful selection of quality physicians based on documentable practice patterns; 6) Matching the numbers and types of physicians to the population health demands as reflected in health market analysis; 7) Concentrating complex procedures in high-volume regional centers taking advantage of the economies of scale and experience; 8) Putting the burden of proof on expensive new technology to prove its worth prior to general use; 9) Encourage informed, cost-conscious decision-making by physicians; 10) Projected CAD-CAM "Bionic" lifetime histories of patients (directives by Alain C. Enthoven, Ph.D., Stanford University; Conway L. Lackman, Ph.D., Carnegie Mellon

University).

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within three years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 18. International Retail Exchange (IRE) [21CFMS]

Definition

A clearing-house network to link wholesale facilities to retail outlets through the installation of MasterDot AITS Terminals in point-of-sale locations.

Overall Objectives

To stimulate the economy by providing immediate feed-back re consumer buying habits, trends, and desires; to create a system of "Just In Time" production, warehousing, and distribution of products to mesh macro-and micro-consumption demands; to reduce the volume of waste in terms of money, manpower, and product through miscalculation of supply and demand in the marketplace; to give in-store management daily consumer purchasing data so buyers can monitor trends, introduce new products, and concentrate on overall market objectives; to expedite the distribution of goods to Third World coun-

tries.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 19. International Alliance Of Environmental Industry Development (IAEID) [21CFMS]

Definition

A computerized comprehensive network based on a market enhancing regulatory structure commission of environmental and industrial leaders to create a system of checks and balances that systematically tests new technologies requiring their worth proved before general use. This system will emphasize exploring the possibilities of the simulated replacement of natural products and the artificial acceleration of environmental products techniques, thus creating a commercial environmental industry with economic benefits to the participants.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within four years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROGRAM 20. UGC Planned Peacetime Communities (PPTC) [21CFMS]

Definition

United Global Corp (UGC) generates an updated version of the Marshall Plan featuring an allied network of international military, agency, bureau, and business organizations to organize the creation of blueprints to build and staff "Planned Peacetime Communities" resident in Third World IAED nations in the New Global Market.

Overall Objectives

To maximize infra-structure development in Third World countries; establish effective channels of distribution according to MIS Distribution Network specifications; expedite distribution of food and clothing to citizenry; establish temporary shelters and delivery of satellite network educational systems to citizenry; install medical services; hedge against environmental hazards; to hinder violation of human rights and promote world peace; to generate a supply of American products and services to these communities; to create a world-class planned military community working hand in hand with commercial business to share information, education, and support with participating nations of the IAED to insure quality of life for military families and personnel through perpetual military training

and education courses practising self-discipline as a way of life. PPC's generate shared social activities, student apprenticeship exchange programs; they teach self-discipline and cultural awareness and encourage IAED friendships and commeraderies for a better world. The re-education of the American Public to understand the necessity of viewing this proposal and others on a long term basis is paramount to the competitive position and future of America as the "gateway" leader to the 21st century.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Better Testing within three months; total program start-up within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 21. UGC Veterans Administration Education Program (VAEP) [21CFMS]

Definition

MMM will develop a software program designed by the US Department of Education for immediate use by the VA to implement a ground level edu-

cation system for the immediate educational acceleration of Third World populations. These will be a mixture of planned group activities, T.V. satellite programs, videos, and personalized counseling with an emphasis on physical exercise and personal hygiene.

Overall Objectives

Education of world populations; acceleration of world economic development

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 22. International Alliance Of Space Exploration (IASE) [21CFMS]

Definition

A comprehensive cooperative program for space exploration involving participating IAED nations, including both public and private sectors. Both short and long term explorations require extensive "public awareness" strategies regarding the importance that space explorations for future commerce and immediate information has, and how it will and does affect their daily lives. These include educational video/T.V. productions using entertainment related marketing

and production themes. The general re-education of the American public to understanding the necessity of viewing this proposal and others on a long term basis is paramount to the competitive position and future of America as the "gateway" leader to the 21st Century.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within two years.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 23. Global Economic Model: Balanced Economic
Relativity (GLOBER).
[21CFMS]

Definition

"The Grand Quantum Theory Of Relativity In Economics." A universally balanced "model" of global trade and progressive economics. A team of experts from every industry and area of expertise around the globe contribute to an ongoing research and development project regarding "Balanced Progressive Economic Relativity." Participants are from the "International Alliance Of Economic Relativity" IAED Nations.

Overall Objectives

"To generate perpetual economic prosperity and well-being for all mankind."

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 24. Points-Of-Light Global Volunteers' Network (GVN) [21CFMS]

Definition

Developed by PMI: multi-national "peace-corps"-type endeavor synergized through a systems network that links up volunteers with projects via a multi-media campaign through locations networks that organize, schedule, and arrange volunteer groups throughout the world for various ventures. Volunteers are recognized for outstanding leadership as "Points Of Light" and given leadership roles to standardize "role models" for volunteer efforts. "Global Volunteer Camps" feature agendas for future ventures and acknowledge outstanding volunteers with Points-Of-Light awards ceremonies.

Overall Objectives

To establish a veritable international 'army of volunteers' to assault the needs of the global village; to create a vehicle to mobilize these "global citizens" whose zeal is to change the world through direct volunteer expenditure of time and effort in noble causes; to maximize the impact such individuals might make at an international level of volunteerism; to exalt such investments of human lives by honorable recognition of outstanding effort.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "SuperTeam" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

PROPOSAL 25. Music And Fine Arts Showcase (MFAS) [21CFMS]

Definition

A Golden Age Productions (GAP) development of a comprehensive systems network designed to program the scheduling, organization, and production of the Arts Industry through T.V., tapes, and radio broadcasting mediums as follows:

Overall Objectives

1) Ballet, opera, theatre, modern dance, jazz, musical concerts, and symphonies are all produced for T.V. and distributed to international networks by GAP, which networks with independent T.V. and radio stations and productions facilities; Literary guild events are produced via T.V., radio, and on tape by GAP, which networks with the appropriate independent facilities; 2) Music and musicians are to be showcased as new talent to gain public notariety through the formation of partnerships with radio stations and music recording studios on future tape sales with telephone-in listeners' response/votes produced through GAP; 3) to lobby for the passing of a 20% time quota requiring broadcasters, as in Australia, to promote American artists; 4) GAP development of an Arts-Showcase T.V. Network to promote individual artists and their works offering them for sale to the general public, to increase the wealth of American artists and to encourage new artistic talent; 5) to stimulate creative talent and create jobs through creative economic industry.

Technical Proposals, Time-Charts, Projections

1) Under development; 2) Systematically multi-phased internationally; 3) Economic Impact Statement

Capital Requirements

1) Corporate Sponsor driven; 2) Matching Federal Government funding; 3) Unused portions of Government funds re-directed to State Government through Direct Support Organizations

Start-Up Implementation Within ten months.

Long-Term Objectives

Success hinges on a "SuperTeam" from the Administration, Branch and Congress to decide the optimal implementation arm, and secure the State Department of buy-in and acceptance of proposals. The "Super-Team" negotiates agreements to determine participating nations in the "International Alliance Of Economic Development" (IAED) of the New Global Market.

APPENDIX-I
ECONOMIC IMPACT STATEMENT
OVERVIEW
PAGE 29

G-25 STARS

The Top Six

1. MasterDot Automated Information Technology System (AITS)
AITS places America's retailers on a national corporate inventory network. Factors driving benefits are:
 - increased product exposure adds \$476 B in sales.
 - increased revenue increases:
 - profits
 - employment
 - income
 - tax revenue
2. MasterDot Family First Program (FFP)
FFP systematically delivers child care via a computer/network. Factors driving benefits are:
 - reductions in cost
 - more effective child development
 - reduction in teen crime
3. MaterDot Tot to Tot Automated Childcare Technology (ACCT)
ACCT tracks child development in childcare environments. Benefits driving factors are:
 - bringing up more women for the workforce
 - these womens' contribution to sales and revenue
4. MasterDot Economic Council Sponsorship (EDCS)
EDCS is a network of business consultants. Benefit drivers are:
 - increased ventures
 - increased sales, income and employment
5. MasterDot Patent Job Creation Research (PJCR)
PJCR is a computer based network with special security features to serve as a clearing house for patents. Benefit drivers are:
 - increased momentum
 - increase in successful ventures
 - increased sales, incomes and employment
6. MasterDot Career Advancement Centers (CAC)
CAC is a computer based, worldwide placement system. Benefits are:
 - reduced U.I. claims
 - JTPA cost reduction
 - employment and income increase
 - reduced recruiting costs/increased quality

7. MasterDot Young Entrepreneurs Apprenticeship Exchange (YEAE)
YEAE is a computer based system to advance the goals of venture managers. Benefit drivers are:
 - increased employment placement
 - increased venture managers
8. MasterDot Campbell Investment Analysis System (CIAS)
CIAS is a computer based matching system between financiers and venture firms.
Benefit drivers are:
 - more successful ventures financially
 - more employment, income and profit
9. MasterDot Rings Around The World Data Systems (RAW-Data Systems)
RAW-Data Systems is an incubator program computer networked via Real Estate brokers.
Benefit drivers include:
 - higher venture success rate.
 - more revenue, income and employment
10. Global Market Campaign - USA (GMC)
GMC is a worldwide TV based marketing program.
Benefit drivers include:
 - increased exposure of products, and
 - increased revenue and income
11. Rings of Light International Cultural Exchange (ICE)
ICE is a inter-social class network sponsored by the power elite to build inter-class rapport and understanding.
Benefit drivers are similar to #10.
12. Golden-Global-Vision of International Awareness (GLOVIA)
GLOVIA is a support system for senior citizens.
Benefit drivers are:
 - increased participation in partime jobs and voluteerism
 - higher income hence
 - higher spending on entertainment, hence cultural enrichment
13. Eurovision
LDC's in market economy. Benefit drivers include:
Factors in #7 drive economic growth.
14. Third World Satellite Communications Network. An International Telenet Education System (Global University)
Benefits factors are:
 - cost savings via more efficiency

15. Gateway To Opportunity-Inventors Showcase (GLIS)
GLIS-transmits inventions via tele-network.
Benefits are:
 - generation of new venture firms
 - more revenue, employment
16. Int'l Arts and Antique Exchange (IAAE)
IAAE is a world wide home shopping network
Benefits are similar to #7.
17. MasterDot 21st Century Healthcare Network (21CHC) is a
worldwide procurement/sourcing tele-system for medical
services - diagnostic and treatment.
Benefits are:
 - cost reduction
 - prevention
18. Int'l Retail Exchange (IRE) - worldwide scouring for retail
buyers.
Benefits are:
 - more sales via Lower Probability of Stockout
 - cost savings
19. Int'l Alliance of Industry Development (AEID) joins nations
in coordinated cleanup and screen out of polluting processes
via tele-network; analysis model.
Benefits are:
 - cost reduction
 - prevention
20. United Global Corps Planned Peacetime Communities (PPTC)
uses Vets and Peace Corps more efficiently resulting in
 - lower costs
 - higher economic growth via
 - . Transfer of skill
 - . Building of market economy
21. United Global Corp Veterans Administration Education Program
(VAEP) Vet Corps is an adjunct of the specific roles for
Vets. Benefits come from cost reduction in Int'l Programs.
22. Int'l Alliance of Space Exploration (IASEx) coordinates space
programs worldwide via telemarketing satellite systems.
 - cost reductions
 - more public confidence via
 - more awareness

23. Global Economic Model Balanced Economic Relativity (GLOBER) - links world economies achieving benefits of:
 - comparative advantage
 - increased trade
24. Points of Light Global Volunteers Network (GVN) is an adjunct to #20 achieving similar benefits.
25. Music and Fine Arts Showcase - expands exposure to markets for artists. Benefits are:
 - increased exposure to the market
 - increased number of contracts

TABLE 1: SUMMARY: ECONOMIC IMPACT - G25 (\$BIL)

Project	PROGRAM- TOTAL BENEFITS	PROGRAM TOTAL	NET BENEFITS (2 -3)	BENEFIT COST (B/C) RATIO	RANK BY (B/C)
1. AITS	747.0	0.78	746.2	957.7	1
2. FAMF	176.9	0.72	176.1	245.7	9
3. TOT TO TOT	449.1	0.84	448.3	534.5	4
4. EDC	138.8	3.50	135.3	39.7	14
5. PATENT	159.4	0.55	158.8	289.8	8
6. CAREER ADVANCEMENT	45.6	10.50	35.1	4.3	20
7. YOUNG ENTREP.	411.1	1.10	410.0	373.6	6
8. CAMPBELL INVESTMENT A ASSESSMS	446.5	1.20	445.3	372.1	7
9. RAW (DATA- SYSTEM)		1,342.5	2.40	1340.1	559.63
10. GLOBAL CAMPAIGN	1,356.0	3.20	1352.8	423.8	5
11. RINGS OF LIGHT	135.7	0.15	135.55	904.7	2
12. GOLDEN GLOBAL V	1.6	0.93	0.67	1.7	23
13. EUROVISION	717.7	6.00	711.1	119.7	11
14. 3RD WORLD (SCN)	66.3	0.80	65.5	82.9	13
15. INVENTORS SHOWCASE	136.2	4.00	132.2	34.0	17
16. INTL ART/ ANTIQUE EXCHANGE	1.35	0.35	1.0	3.9	22
17. HEALTHCARE FOR 21ST CENT.	1,216.0	35.00	1181.0	34.7	16
18. INT'L RETAIL EXCH.	125.8	30.00	95.8	4.2	21
19. INT'L					

ENVIRONMENT					
ALLIANCE	360.7	10.00	350.7	36.1	15
20. UNITED GLOBAL					
CORPS	153.4	18.00	135.4	85.2	12
21. UGC VA VET					
CORPS	116.0	15.00	100.0	10.0	19
22. INT'L SPACE					
ALLIANCE	4.2	5.00	-0.8	0.8	24
23. GLOBAL ECON					
MODEL	214.8	1.70	213.1	126.4	10
24. POINTS OF					
LIGHT	0.5	15.00	-14.5	0.3	25
25. MUSIC FINE ARTS					
SHOWCASE	16.1	0.70	15.4	22.8	18
OVERALL-					
TOTAL	6,508.0	167.42	6,340.6	38.9	

TABLE 2: COST ESTIMATES (\$BIL)

<u>Project #</u>	<u>Total Cost</u>	<u>Labor</u> DP <u>.30</u> Other <u>.10</u>	<u>Capiose</u> Hpwr <u>.15</u> Sfwr <u>.10</u>	<u>A & M</u>
1.	0.78	.40	.25	.13
2.	0.72	staff .50	.10	.12
3.	0.84	staff .40	.30	.14
4.	3.5	staff 1.8	1.5	.20
5.	0.55	staff .20	.10	.05
6.	10.5	8.0	.05	2.0
7.	1.1	.60	.30	.20
8.	1.2	.70	.30	.20
9.	2.4	1.5	.40	.50
10.	3.2	.6	2.4	.2
11.	0.15	.07	.03	.05
12.	0.93	.66	.12	.15
13.	6.0	2.0	3.5	0.5
14.	0.8	.40	.30	.10
15.	4.0	1.0	2.5	0.5
16.	0.35	0.2	0.1	0.05
17.	35.0	5.0	25.0	5.0
18.	30.0	5.0	20.0	5.0
19.	10.0	2.0	7.0	1.0
20.	18.0	9.0	5.0	3.0
21.	15.0	9.0	6.0	1.0
22.	5.0	1.0	3.5	0.5
23.	1.7	0.5	1.0	0.2
24.	15.0	10.0	3.0	2.0
25.	0.7	0.2	0.4	0.1
TOTAL	167.2			

APPENDIX-II
THE GLOBAL 25 ECONOMIC PROPOSALS
FUNDING REQUIREMENTS
PAGE 30

THE GLOBAL 25 ECONOMIC PROPOSALS **FUNDING REQUIREMENTS**

Definitions

1. **Corporate Sponsorships (CS):** CS is defined as any product or service division of a corporation.
2. **Corporate Sponsor's Benefit Package (CSBP):** CSBP is defined as a package containing research and development, marketing and advertising exposure for the CS.
3. **Shared Corporate Sponsor Benefit Package (SCSBP):** SCSBP is a "Master-planned" CSP divided into equal parts of levels of exposure and costs/savings per CS times the number of CS participants as shared cost/savings benefits.
4. **Corporate Sponsorship Package G25 R&D (CSP)(G25R&D):** (CSP)(G25RD is a research and development package offered to CS containing G25 proposals customized to fit the needs and to define the costs of implementation to CS without SCSBP.
5. **Corporate Sponsorship Package, Global Campaigns (CSPGC):** a package offered to the CS combining both (CSP)(G25R&D) and (CSP)(GC) defining percentages of CS market exposure levels, including advertising, marketing, and research and development as well as costs of participating in a SCSBP.

6. **United States Government Matching Funds (USMF):** USMF is a government style "completion bond" or government guarantee of project completion. Any unsold CS packages are covered by the USMF program. Unused dollars appropriated through the USMF program are automatically re-directed to state governments through Direct Support Organizations.

I. Funding Estimates: Start-Up Sales Organization

1. Start-Up/Joint Venture Liscensing Agreement with Sales Organization

\$50,000,000 based on commission percentage of gross sales

II. Funding Estimates: Corporate Sponsor Package, G25R&D Proposal Sales (CSP)(G25R&D)

1. Annual Total number of CS per state: 600
2. Annual Total Sales of each CS of each (CSP)(G25R&D)
per state \$500,000
3. Annual Total Sales of (CSP)(G25R&D) per state: \$300M
4. Annual Total Sales of (CSP)(G25R&D) X 50 states \$15B

III. Funding Estimates: Corporate Sponsor Package Global Campaigns
(CSP)(GC) Sales

1. Annual Total number of CS per state: 600
2. Annual Total number of each (CSP)(GC) each per state
(3B ÷ 600) \$5M
3. Annual Total Sales of (CSP)(GC) per state: \$3B
4. Annual Total Sales of (CSP)(GC) X's 50 states \$150B

IV. Funding Estimates: Total Corporate Sponsor Package Sales

- *1. Annual Total Sales From (CSP)(GC) and (CSP)(G25R&D)
as follows:

(CSP)(G25R&D) \$15,000,000,000/ \$15B

(CSP)(GC) \$150,000,000,000/ \$150B

Total of Sales, 50 States: \$165,000,000,000/ \$165B

* CS may book up to five years in advance (CSP) per state or \$5M X 50 total states.

V. Funding Estimates: U.S. Government Matching Funds (USGMF)
Program

- *1. U.S. Government Matching Funds (USGMF) are to be guaranteed on an incremental basis per State as shown in the above schedule.

* Note: These figures do not reflect participating IAED nation contributions. The SuperTeam is to negotiate 1) Each individual IAED government's R/D proposal contracts to determine the exact number of zones for sponsorship costs breakdowns similar to the U.S. package; 2) Each individual IAED government's matching fund program contracts.

VI. Corporate Campaign Package Global Campaigns (CSP)(GC)

Recommended Implementation Sequence By Geographic Areas:

- | | |
|----------------------------|-------------------------|
| 1. Global-Florida Start-Up | 5. Global-EC and Russia |
| 2. Global-USA-10 States | 6. Global-USA-40 States |
| 3. Global-Canada | 7. Global-Asia |
| 4. Global-Mexico | 8. Global-Third World |
| | Countries |

APPENDIX-III
RESUMÉS
PAGE 31

LACKMAN ASSOCIATES
CURRICULUM VITAE

McLAREN ASSOCIATES

MANAGEMENT CONSULTANTS
241 PARKWAY BLVD.
LAND O LAKES, FL 33539

J.D. McLaren
President

December 30, 1991

Regional Offices
Tampa
(813) 996-3392

Ms. Amy Montgomery, President
Mastermind Marketing
207 Pine Cone Trail
Ormond Beach, FL 32174

Dear Ms. Montgomery:

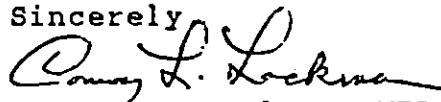
In preparing a proposal to develop the Automated Information Technology System (AITS), I am very impressed with the potential of this system. The AITS is a point-of-sale (POS) based consumer data system resident at retail stores for purposes of capturing a data base capable of generating purchase and consumer profiles and providing purchase assistance education to consumers. Such as system is capable of establishing efficient retail merchandising very quickly in EC markets as well as the emerging markets in East Europe and Russia. Such systems clearly have positive economic development ramifications likely to draw the support of governments worldwide.

My colleagues, Professors Shepherd and Heckman and I will be meeting with Czech, Hungarian, and Russian officials during the month of January to explore opportunities to establish logistics and distribution systems in these countries. Combined, we have 45 years experience as MIS executives and consultants, over 100 published papers and three text books. Our mentors, Smykay, Bowersox and Mossman were the inventors of logistical MIS and authored, collectively, 200 articles and five textbooks on logistics and MIS.

I shall also be representing the U.S. at the European Community Trade Coordination Meeting in Helsinki, where I shall explore the interest of the EC in such systems. I would like to see the U.S. government support the development of such systems like AITS through grants to entrepreneurs such as yourself for the purpose of developing these systems.

I look forward to further communication in this matter.

Sincerely



Conway L. Lackman, MBA, Ph.D

CONWAY LACKMAN-INTERNATIONAL BUSINESS SYSTEMS CONSULTANT

Dr. Lackman has served the international telecommunication industry since 1984 as marketing systems consultant for AT&T, GTE in product development (ISDN, TIRKS) and Sr. Strategic Market Analyst for CBIS (Cellular service, work station systems and gateway systems). Over this period, he was involved in over \$1 bil. in new product revenue. While with CBIS, which at the time held contracts for over 70% of the US cellular industry's administrative and billing systems, Dr. Lackman designed and constructed a client behavior analysis system used to measure service provisioning and satisfaction levels and guide new cellular systems service and product positioning. His systems analysis supported the successful \$2 bil. CBIS joint venture with Nippon T & T.

From 1975-1984, he worked as Director of Planning Systems for R.J. Reynolds, Continental Insurance Co. and Flexivan Worldwide Leasing. With Reynolds, his world trade forecasting and decision support system formed the base for the largest single capital acquisition in the company's history, \$1.2 bil. He also managed forecasting, planning, operations research, and budgeting systems for operations worldwide. Dr. Lackman designed and implemented Continental's marketing information system leading to the identification of an additional \$400 mil. in new revenue. And, while working for Flexivan, he was responsible for marketing systems and plans for \$450 mil. of business in 26 countries. In these assignments, Dr. Lackman resided for periods of 6-9 months each in London, Brussels, Amsterdam, Mexico City, and Frankfurt and conducted business in the local languages.

As Senior Economic Systems Consultant for McLaren Associates, management consultants, he managed the development of several key Federal government data base systems, and designed and implemented a broad range of forecasting models in support of labor markets and industrial development.

Dr. Lackman's worldwide visibility as an international training consultant includes conducting seminars in systems analysis and economic planning at 1991 International symposium on Economic Modeling, for European Economics Centre in London including serving as North American coordinator for the Centre's 1992 Seminar for Co-ordination of EC Trade Policy, at USDA's International Graduate School in Washington for government ministers from most of the Latin American and African countries, for the Brazilian Banking Seminar Series conducted by Columbia University in San Paulo. He also taught at Jilin University in the PRC.

His publications appear in numerous international journals such as Economic Planning and Journal of the Market Research Society (U.K.), Transport Policy & Decision Making, International Journal of Systems Management (Netherlands), European Operations Research Journal, and Revista Internazionale di Economiche (Rome) and Desareello Economica (Mexico) and numerous U.S. journals.

He completed doctoral studies in econometrics and statistics (including fellowships at University of Chicago and London School of Economics) and received his Ph.D from University of Cincinnati, his MBA (management science) from Arizona, and his BA from Ohio Wesleyan University.

Robert L. Heckman

PROFESSIONAL EXPERIENCE

Over 20 years experience in the information services industry as a senior manager of data processing operations, systems development, and information systems marketing.

- 1986 - 1989** Vice President and Division Head with the Mellon Bank Datacenter Group - The Datacenter Group is one of the largest providers of information services to the financial industry. Managed the Software Products Division, which included product management, systems development, customer service, and system integration services for mainframe and distributed banking systems. Developed and directed a strategic diversification program for the Group which resulted in the initiation of two new business lines and the acquisition of a leading microcomputer software vendor. Instituted software quality and productivity programs which resulted in virtually error-free, on-time releases of software.
- 1983 - 1986** Vice President and General Manager of the Philadelphia Regional Office, Datacenter Group - Major responsibilities included sales, conversions, client support, DP operations and programming for service bureau, facility management and ATM switch customers in the region.
- 1980 - 1983** Vice President of Operations for Girard Services, Inc. - Girard Services was a regional information services provider to the banking industry. Managed the operation of five regional data centers and the programming staff which supported them. Directed numerous cost-reduction and productivity-improvement projects for client banks in the areas of bulk filing, statement rendering, exception handling, MICR capture, CIF, and float management.
- 1974 - 1980** Assistant Vice President of Operations for Girard Bank, Philadelphia - Managed proof and transit, MICR processing, research and adjustments, and float management functions. Designed and installed a regional proof network with an innovative incentive compensation program which improved productivity by 50%.
- 1969 - 1974** Senior Systems Analyst and Project Manager, Girard Bank - Managed the design, development, and implementation of Mortgage Loan, Time Deposit, ATM, Data Center Scheduling, and other applications.

Curriculum Vitae

John C. Shepherd

Office:

School of Business and Administration
Duquesne University
480 Rockwell Hall
Pittsburgh, PA 15282
(412) 434-5772

Residence:

1020 Milton Road
Pittsburgh, PA 15234
(412) 321-6992

I. Education

Ph.D. University of Pittsburgh, 1980
Operations Research and Systems Management
Finance Minor, 3.97/4.00

M.S. University of Pittsburgh, 1975
Operations Research and Systems Management

M.S. Duquesne University, 1972
Business Information Systems, 3.8/4.0

B.S. Carnegie Mellon University, 1969
Administration and Management Science

II. Employment History

Academic Experience:

1987 - Present Associate Professor, Duquesne University

1976 - 1987 Associate Professor, Indiana University of Pa.

1979 - 1983 Lecturer, University of Pittsburgh
Graduate School of Industrial Engineering

John C. Shepherd
Page 2

Professional Experience:

- 1990 - Present Med-Ware, Partner**
Designed, developed, and implemented a fourth-generation language (4GL)-based pharmacy management system for medium-sized hospitals. Currently working on an interface for a robotics-based system for hospital pharmacies.
- 1989 - Present Intell-rx, Inc., Partner**
Developed an expert system to analyze third-party drug claims for inappropriate drug use.
- 1981 - Present Laurel Mountain Software, Partner**
Designed, developed, and marketed a LAN-based, multi-user hospital pharmacy management system and a similar materials management system.
- 1974 - 1976 Supervisor, Technical Information Services, Allegheny Power Systems.** Managed four employees, was responsible for database administration, information system (IS) standards, corporate modeling, and IS training.
- 1972 - 1973 Consultant, PACE Computing Corporation**
Performed programmer and analyst duties. Among the systems developed were a general ledger system and a payroll system. Also maintained a project control system and wrote several financial modeling programs.
- 1969 - 1971 Systems Analyst, Dravo Corporation**
Wrote an online barge information system and a large risk analysis model for barge investment. Also wrote a barge scheduling simulation and developed a linear programming (LP) model, with 1,820 rows by over 40,000 columns. At that time, I was told it was one of the largest LP models ever developed.

III. Honors and Awards

Beta Gama Sigma, 1972
Omega Rho, 1976
Who's Who in Industry and Finance, 1984
American Bibliographic Institute, 1985
Who's Who in society and the Professions, 1986
Who's Who in America, 1986
Who's Who in the Computing Industry, 1989

IV. Areas of Competence

A. Specific Areas of Teaching Competence

1. Database Management Systems, especially those based on SQL.
2. Fourth Generation Languages (4GLs)
3. Computer Architecture, including LANs
4. COBOL
5. Systems Analysis and Design
6. Operations Research
7. Microcomputer Applications and Languages
8. Expert Systems

B. Specific Areas of Research

1. The application of microcomputers and local area networks for hospital information systems
2. Drug utilization reviews using 4GLs
3. Local Area Networks
4. Comparative SQL performances
5. SQL and 4GLs

**FILE COPIES
CORRESPONDENCE
ADDENDUM**

Perceval-Montgomery International

207 Pine Cone Trail
Ormond Beach, FL 32174
February 2, 1992

George Bush, President
The United States Of America
The White House
1500 Pennsylvania Avenue
Washington, D.C. 20013

Dear Mr. President,

I am Ms. Amy Montgomery of Perceval-Montgomery International (PMI) organization residing in Central Florida. As a fellow Texan, I believe the yellow rose is blooming ever brightly! I am very pleased that your recovery was so quick.

I admire immensely the way that you handled the Japanese negotiations for better trade agreements head-on. Our great country should be dealing from a position of strength as always by showing the world that we are one step ahead of the game. This may involve using modern technology to accelerate and improve American economic development in the E.C., the newly independent Slavic Republics, Asia, and the North American Continent. I feel that what we have to offer is what you need; to create jobs, influence American business development worldwide, and stimulate the American business economy.

MasterMind Marketing, a subsidiary of PMI has developed Automated Information Technology Systems (AITS), "MasterDot" terminals at stationary locations which quickly and easily identify consumer/cultural trends worldwide. "MasterDot" also educates consumers regarding philanthropic organization and public interest groups. MasterDot's "WinnerClub Card" campaign helps consumers win instant prizes relating to products and services.

Electric Paradise Productions, a subsidiary of PMI, has developed a campaign to promote the United States Of America worldwide, beginning with the state of Florida and subsequent 49 states. Electric Paradise Production's campaigns kick off AITS "MasterDot" through mobile hospitality units 'grass roots' campaign strategies. Electric Paradise Production's campaigns are corporate sponsor driven through shared benefits packaging allowing multi-participation for all American Business with tremendous savings!

Our organization's future projects include 1) Clearinghouse Systems for the Food and Arts Industries, 2) Database for Education used for tracking job opportunities, personality analysis testing and placement capabilities, 3) Database for the Real Estate Industry multi-faceted including small business creation development and placement, 4) Global Cable Network promoting capitalism by showcasing economic development worldwide, and entrepreneurial efforts.

Perceval-Montgomery International

The reaction that you received from the Japanese Ministry has further strengthened my decision to work with IBM instead of a Japanese company. The idea as expressed by the Japanese Ministry that 'America should spend forty-five years studying the Japanese consumer market as the Japanese have with America's consumer market,' is humorous at best. Japan will soon realize that America will achieve the same results in one year. AITS can be used as a bargaining tool for trade negotiations with other countries including your "Points Of Light" campaign by spreading global philanthropic organization.

My organizations need the support of our government both figuratively and monetarily through government grants to help make these projects a reality over the next several years. Please instruct us on who we need to contact to expedite this process. Enclosed you will find proposals relative to AITS and our Florida campaign.

President Bush, I wish to thank you for the time taken to read and review our proposals. I await your response in support of these projects at your earliest convenience. I remain , sincerely, a concerned and patriotic American citizen.

Very Truly Yours,

Ms. Amy Montgomery
President, CEO

Enclosures: AITS Proposal
FWA Campaign Overview
Letters (3)
News Article

Perceval-Montgomery International

207 Pine Cone Trail
Ormond Beach, Florida 32174
(904) 673-4663

Dear

Enclosed you will discover an exciting marketing concept that will catapult America into the 21st Century. The objective of this venture is to create a worldwide network for consumer marketing, research, advertising and philanthropic education that will transcend time and help to balance the economic system to create job opportunity and assist the universal development of capitalistic societies.

This network is an American style "kieretsu" creating cost-effective R&D through shared corporate sponsor benefits programs. In addition, the network utilizes government and private grants to provide matching funds - a guarantee of production implementation. The motivation of government agencies to promote corporate sponsor involvement is encouraged by targeting unused portions of grants and re-directing them to Direct Support Organization Foundations to compliment funds of such agencies as the Economic Development Councils, Departments of Tourism, Education and others. Our team of experts represent some of the finest organizations in the world including: Ernst and Young, International Business Machines, Nielsen Marketing and Media Research, Dun and Bradstreet International, Donnelly Marketing Information Systems, and Carnegie-Mellon University to create customized MasterDot hardware and software programs.

The networking of corporate America is essential to the success of this venture. By showing the world how we understand their own consumer markets, we will deal from a position of strength in trade negotiations and become the leaders in the New World Market!

Let us share with you this extraordinary opportunity!

Sincerely,

Ms. A. Montgomery, President

Perceval-Montgomery International

Master Mind Marketing and Electric Paradise Productions
207 Pine Cone Trail
Ormond Beach, Florida 32174

CONFIDENTIAL V.I.P.

Dear

The issue of executive level pay versus performance should not be the current focus in America today -- instead, public concern should be shifted to job development and growth. A happy economy is always a more healthy one for everyone involved.

We are introducing a patent to use with MasterDot/Automated Information Technology Systems (AITS) Terminals that will help to balance the current economic system by finding and creating jobs through small business enterprises. This system will not take away from current market conditions, but will add to the relative whole, thus enriching the economic base by expanding the total consumer market. By expanding the market and encouraging big business to joint venture with small business over time so that both may support each other as a relative whole, we hope to encourage corporate America to once again focus their attentions on their home base as a cataclysmic leader for consumer consumption and solid economic growth.

We encourage your organization to join the ranks of corporate leadership in America in forging the way for future generations of Americans.

Sincerely,

Ms. Amy Montgomery, President
Perceval-Montgomery International

ORL-32981

HOLLAND & KNIGHT

ONE EAST BROWARD BLVD
P.O. Box 14070 (Zip 33302)
FORT LAUDERDALE, FLORIDA 33
(305) 525-1000
Fax (305) 463 2030

1401 MANATEE AVENUE WEST
P.O. Box 241 (Zip 34206)
BRADENTON, FLORIDA 34205
(813) 747-5550
Fax (813) 748-6945

2000 INDEPENDENT SQUARE
P.O. Box 52357 (Zip 32201)
JACKSONVILLE, FLORIDA 32202
(904) 353-2000
Fax (904) 355-1872

400 NORTH ASHLEY
P.O. Box 1288 (Zip 33601)
TAMPA, FLORIDA 33602
(813) 227-8500
Fax (813) 229-0134

92 LAKE WIRE DRIVE
P.O. Box 32092 (Zip 33802)
LAKELAND, FLORIDA 33801
(813) 682-1161
Fax (813) 688-1166

CABLE ADDRESS
H&K MIA
TELEX 62-2233 MIAMI

1200 BRICKELL AVENUE
P.O. Box 015441 (Zip 33101)
MIAMI, FLORIDA 33131
(305) 374-8500
Fax (305) 374-1164

200 SOUTH ORANGE AVENUE
P.O. Box 1526 (Zip 32802)
ORLANDO, FLORIDA 32801
(407) 425-8500
Fax (407) 423-3397

315 SOUTH CALHOUN STREET
P.O. Drawer 810 (Zip 32302)
TALLAHASSEE, FLORIDA 32301
(904) 224-7000
Fax (904) 224-8832

808 SEVENTEENTH STREET, N.Y.
SUITE 900
WASHINGTON, D.C. 20006
(202) 955-5550
Fax (202) 955-5564

PLEASE REPLY TO:

Orlando
January 24, 1992

To Whom it May Concern:

I, William F. Duane of the law firm of Holland & Knight, Orlando, Florida have been retained by Ms. Montgomery of Perceval-Montgomery International and related organizations to represent them in negotiation of all matters pertaining to Private Foundations and United States Government Grants for A.I.T.S. applications. Please direct all communication to our offices in care of myself.

Very truly yours,

HOLLAND & KNIGHT



William F. Duane

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ORL-19136/302



EMBASSY OF THE UNITED STATES OF AMERICA

U.S. FOREIGN COMMERCIAL SERVICE

MADRID, SPAIN

January 16, 1992

Amy Montgomery
President
Electric Paradise Productions
207 Pine Cone Trail
Ormond Beach, FL 32174

Dear Ms. Montgomery:

Ambassador Zappala has asked me to respond to your letter of January 4 regarding market potential in the European Economic Community for Automated Information Technology Systems (AITS).

While I can only speak about the Spanish, rather than the European-wide, market from personal experience, I believe AITS would generate strong interest. Target buyers would be the credit card companies, commercial banks, large retail chains, and market research/consumer preference investigators, among others. Spanish consumers use credit cards extensively in large grocery as well as non-food purchases. Also, "hyper" markets are gaining market share versus smaller-size retail outlets.

To pursue this opportunity, I suggest that you consider visiting Spain. I am enclosing a description of our Gold Key Program which would be an excellent vehicle for you to make contact with potential local buyers of your technology.

Please advise how we can assist in marketing your exciting product in Spain.

Sincerely,

James M. Wilson
Commercial Attache

9769C

Consejería Comercial
Embajada Americana
Serrano, 75
28006 Madrid
Tel. 577-4000
Fax 575-8655
Télex 27763

American Embassy
FCS Madrid
APO AE 09642



EMBASSY OF THE
UNITED STATES OF AMERICA
MADRID

THE AMBASSADOR

January 21, 1992

Amy Montgomery
President
Electric Paradise Productions
207 Pine Cone Trail
Ormond Beach, FL 32174

Dear Amy,

I was glad to hear from you through your recent letter, in which you requested information regarding applications for the AITS in Europe. I have asked my commercial attache, James Wilson, to send you information directly. If there is any other way that I may be of assistance, please do not hesitate to let me know. I strongly support your efforts to export your product.

With warm regards,

A handwritten signature in dark ink, appearing to read "Joe Zappala".

Joseph Zappala

A large, stylized handwritten signature in dark ink, appearing to read "Amy Montgomery".



UNITED STATES
FOREIGN COMMERCIAL SERVICE
AMERICAN CONSULATE GENERAL
MELBOURNE



September 9, 1992

Ms. Amy Montgomery
President, Perceval-Montgomery Int'l
207 Pine Cone Trail
Ormond Beach, Fl. 32174

Dear Ms. Montgomery:

Thank you for your letter of August 27, which was addressed to Tom Quinn and myself, c/o the U.S. Travel & Tourism Administration in Sydney. Tom is currently the director of the office; I will be after October 18.

In reading the packet of materials you have sent, I find an answer from my colleague in Madrid, Jim Wilson, Commercial Attache. He is responding to a letter, which is not included. I would think our answer, however, ought to be comparable. I have to assume your information technology system would be appropriate to the Australian market. Will you be exhibiting at the COMDEX Computer Show in Las Vegas in November?

I note you see possible AITS applications in the area of tourism marketing. Certainly Florida has a great deal to talk about in terms of attractions, destinations for Australian visitors to the U.S. (we recently had representatives from the Florida Division of Tourism and the Orlando Convention and Visitors Bureau touring Australia, meeting over 5000 travel agents). We would certainly be interested in any AITS applications featuring Florida.

Maybe we can discuss this further when I'm in Sydney, after October 18. Please use our mailing address there for future contact:

USTTA
PSC 280, Unit 11027
APO AP 96554-0002

Sincerely yours,


Daniel J. Young
Commercial Consul

In USA reply to:
U.S. Consulate - Melbourne
Unit 11011
APO AP 96551 - 0002

Postal Address:
PO Box 6722
Melbourne
Victoria 3004

553 St. Kilda Road
Melbourne
Victoria 3004
☎ (03) 526 5900
Fax (03) 510 4660

MASTERMIND MARKETING

SUBSIDIARY OF PERCEVAL MONTGOMERY INTERNATIONAL
POST OFFICE BOX 53 ORMOND BEACH FL 32175-0053

RESEARCH AND DEVELOPMENT PROPOSAL

"THE MOST SUCCESSFUL MARKETING STRATEGIES ARE THOSE DEVELOPED
THROUGH A SYSTEMATIC PROCESS FUELED BY RESEARCH"

AUTOMATED INFORMATION TECHNOLOGY SYSTEMS (AITS)

'The emergence of a global economy is forecasted to create homogenous lifestyle trends on macro-model environmental levels while simultaneously creating individualistic regionalization trends on micro-model environmental levels.

'As our outer worlds grow more similar, we will increasingly cling to the traditions that come from within, thus creating an evolving international lifestyle as well as creating deeper counter-trends of cultural and linguistic nationalism. These trends are not contradictory but are closely related (John Naisbitt, Megatrends 2000).'

An Automated Information Technology System (AITS) is a complex hardware/software program developed by MasterMind Marketing (MMM) for tracking consumer data.

"The AITS is a point-of-sale (POS) based consumer data system resident at retail stores for purposes of capturing a data base capable of generating purchase and consumer profiles and providing purchase assistance education to consumers. Such a system is capable of establishing efficient retail merchandizing very quickly in EC markets as well as the emerging markets in East Europe and Russia (Dr. Conway L. Lackman, MBA, Ph.D.: Consultant, U.S. Rep., EC Trade Conference, Helsinki, 1992)."

AITS provides state-of-the-art technology for moment-by-moment sensitivity to worldwide market data useful to modern marketing and research divisions for horizontal strategies in an exploding global economy.

Automated terminals, called MasterDot terminals, are installed for the private use of the consumer on-site at retail outlets. Positioned to preserve privacy via the use of a plastic "WINNERclub Card," the consumer enters data in return for a bonanza of instant and future 'winnings.'

Incentives range from discounts on food, drink, gas, merchandise, to travel, recreation, sweepstakes, cash prizes and more. Gold, Platinum and VIP programs are made available to "Frequent-Shopper" and other privileged accounts.

Strategic ad campaigns are showcased by removable façades which frame the Automated Terminals.

MMM is able to offer its clients a plethora of services by the application of AITS technology to markets anywhere in the world.

BENEFITS TO THE CLIENT

AITS is calculated to encourage maximum autonomy to client marketing and research divisions. By providing unbiased unrestricted, current communication directly with the consumer, instant, accurate evaluation of the marketplace transpires.

The Client's Executive energies may then be turned from mere data-gathering to creative aspects of marketing research and advertising ventures.

RESEARCH AND DEVELOPMENT ORGANIZATION'S TEAM

MasterMind Marketing (MMM) utilizes the expertise of International Business Machines, Logistics Data Systems, Nielsen Marketing And Media Research, Dun And Bradstreet International, Donnelly Marketing Information Systems, and Carnegie-Mellon University to create customized MasterDot hardware and software programs.

TRIPLE-THRUST MARKETING FOR THE CLIENT

MMM determines to serve the Client at a three-fold level, maintaining and increasing its already . . .

#1. High Profile Image in the marketplace by use of consumer awareness surveys;

#2. High Product Knowledge by "providing purchase assistance education to consumers (Lackman, above)."

#3. High Traffic Sales Level at outlet locations, through the "WINNERclub Card" incentives;

Objective: continuous penetration of the marketplace for increasing market share at an efficiency rate to the Client that allows its concentration on new and better product and marketing innovations.

RESEARCH AND DEVELOPMENT STUDY POLICY

MMM proposes to organize and generate a research and development study for the Client, by interface with its existing Research and Marketing Divisions.

GENERAL SCOPE OF RESEARCH AND DEVELOPMENT STUDY

In order to create a Consumer Marketing And Research Program utilizing Place-Based Media Research Technology MasterDot terminals On-Site at the client's consumer retail outlets, MMM proposes to:

I. Make recommendations for the Development And Positioning Of MasterDot hardware And Software Programs for the Consumer Marketing And Analysis Research Program On-Site at the Client's retail outlets.

II. Make recommendations for the Provision Of Our Professional Team For Intercept Interviewing Techniques including Traffic Counts And Demographic Profiles Using Professional Interviewers Conducting Personal Interviews On-Site at the Client's retail outlets.

III. Make recommendations for the Provision Of A Professional Audit Team to provide Factual Evidence Of Media Exposure Through MasterDot terminals On-Site at the Client's retail outlets.

IV. Make recommendations for the Provision Of Our Professional Research Team to assist the Client with Questionnaire Design, Programming, Report Preparation And Delivery For Customized Studies On-Site at retail outlets.

V. Make recommendations for the Provision Of Our Professional Research Team to assist the client by Interfacing With Outside Organizations to Enhance The Public Image of the Client through Public Awareness Education Campaigns.

VI. Make recommendations for the Provision Of The Collection Of Data And Data Processing Services at MMM's off-site data base via MasterDot terminals On-Site at the Client's retail outlets.

VII. Make recommendations for the Provision Of On-going Reporting Of Consumer Analysis Data at MMM's off-site data base for the Client.

SPECIFICS OF THE PROPOSED RESEARCH AND DEVELOPMENT STUDY

Specific objectives of the study are defined as follows: to determine and recommend the development of specific software programs to assist the Client's Marketing and Research Division's strategies to maximize already efficient levels of performance.

I. Program: Consumer Awareness Campaign (CAC)
Recommendations to coordinate with "a wave of aggressive and innovative major foundations on the cutting edge of new thinking in philanthropy" by offering the AITS technology and its data-tracking capacity as a connector between humanitarian (cultural, environmental, philanthropic, health, educational) organizations; by the use of "Public Awareness Surveys," linking our Client as a front runner equal to the challenge of a 21st Century global village

New World Order. (quote: "Foundation For The Future," Town And Country, De '91, p 138 ff.)

Objective: To maintain, promote, and increase the Client's existing high-profile public image as a trend-setting company in the New World Order of consumer-sensitive, high tech innovation with a competitive edge among the multinational giants.

II. Program: Purchase Assistance Education (PAE)
Development of a Consumer Product/Service Awareness Survey to be activated for the benefit of both the Company and its customers working together to achieve excellence in the quality, visibility, and love of its products/services in the marketplace; establishing our Client in its role as an initiating force for progressive service to the consumer community.

Objective: Product/Service Awareness Knowledge And Love through participating education of the consumer public.

III. Program: "WINNERclub-Card" Membership (WCC)
Development of a Consumer Survey Card Club Membership Program by use of MasterDot Terminals and customer incentives with sponsor/vendor product promotions; identifying both the store and its customers as high-stake winners in the workplace.

Objective: Heighten and intensify traffic-volume through progressive consumer-participation and incentive-awards along with sponsor and vendor product promotions.

IV. Program: On-Site Market Research (OSMR)
Creation of Consumer Marketing and Analysis Research Surveys as an on-going immediate and long-term source for "purchase and consumer profiles" generating effectively efficient retail merchandizing for the life of the operation; show-casing our Client as a leader in the bid for competitive excellence.

Objective: Customized market flexibility for maximum competitive edge in an ever-changing, fast moving economy demanding consumer-sensitive new and improved products and services;

V. Program: Point-Of-Sale System (POS)
Recommendations will be made to either integrate in-place POS or to initiate an integrated POS for correlation of data being gathered from the consumer-use of the MasterDot terminal.

Objective: Integration of data from Consumer Information Tracking Systems for the continuous updating of marketing strategies.

AIMS CUSTOMIZED COST ANALYSIS PACKAGE

A detailed cost analysis package will be provided for our Client. It will cover costs involved for the General Scope of Research and Development (I--VII), and the Specific Scope of R/D (I--V).

Due to MMM involvement with shared-benefit sponsor-related campaign packaging, the cost to the Client is to be reduced proportionately.

AIMS BENEFITS TO THE CLIENT

1. AIMS identifies agents in new markets that return potential for future development;
2. AIMS provides targeted direct mail lists which may be sorted by any combination of performance criteria;
3. AIMS helps to identify the percent of the Client's marketing budget that is currently being allocated to the wrong markets or the right markets at the wrong time;
4. AIMS Customized Survey Research helps to design survey methodology to address complex marketing problems and research unique marketing opportunities;
5. AIMS Advertising Copy Testing provides diagnostic research to assess the impact and memorability of advertising;
6. AIMS changes the way that the Client does business on a world-wide basis by direct, unbiased access to worldwide consumer behavior that affects sales efforts;
7. AIMS helps to increase and penetrate overall worldwide market-share by increased sales through increased consumer consumption;
8. AIMS eliminates the necessity for pre-identified consumer "focus" groups which are cost prohibitive and too diverse for the modern world in which our clients identify their markets;
9. AIMS helps reducing targeting time spent on identifying Micro Marketing Regionalization efforts from Macro Markets making it more cost effective;
10. AIMS frees the Client's marketing and research divisions for concentration on more creative issues in sales/product and service development;
11. AIMS protects the consumer's right to privacy with the selective positioning of MasterDot terminals at the Client's retail outlets;
12. AIMS benefits the consumer through "WINNERclub Card" instant winnings on food products, merchandise, gas, as well as travel, recreation, sweepstakes, cash prizes and more;

13. AITS reduces overhead cost factors normally charged to the Client through creative shared-benefits sponsorship campaigns;

14. AITS makes more money for the Client's vendors by generating more sales through its "WINNERclub Card" and consumer surveys;

15. AITS makes more money for our Client's Franchisees by generating more sales through the "WINNERclub Card" and consumer surveys;

TEST MARKET RESEARCH AND DEVELOPMENT PROGRAM

Creation and recommendations for the implementation of a test market research program incorporates the following variables:

I. "General Scope R/D," Programs I through VII, page 3 above;

II. "Specifics Of R/D," Programs I through V, page 3 above;

Creation and recommendations for the Implementation of a Test Marketing Research Program incorporating these aforementioned variables will result in:

I. Integrated Samplings For The Test Market Research/Promotional Program for Implementation;

II. Determination of the specific costs for the Integrated Samplings For The Test Market Research/Promotional Program For Implementation.

FUTURE OPTIONS FOR RECOMMENDED PROGRAM IMPLEMENTATION

Electric Paradise Productions (EPP), a subsidiary of Perceval-Montgomery International, produces shared-sponsor benefit campaigns to promote the United States Of America worldwide, state-by-state, using AITS/MasterDot terminals with Mobile Hospitality Units grassroots campaigns.

The following options will be made available to the client upon completion of this initial Research and Development Study:

I. The option to Implement Integrated Samplings Test-Market Research/Promotional Programs and absorb overhead costs in-house;

II. The option to Implement Selected Long-Term Market Research/Promotional Programs and absorb the overhead costs in-house;

III. The option to examine the opportunities of Implementing Integrated Samplings Test-Market Research/Promotional Programs as an Add-On Overhead Cost Of Electric Paradise Production's "Worldwide Promotional Campaign," resulting in a shared-benefits cost effective sponsorship package absorbed by all of EPP's Campaign sponsors (see separate package);

IV. The option to exercise the opportunities of Implementing Selected Long-Term Market Research/Promotional Programs as an Add-On Overhead Cost of Electric Paradise Production's "Worldwide Promotional Campaign," resulting in shared benefits/cost effective sponsorship package absorbed by all of EPP's Campaign sponsors (see separate package).

ADDENDUM TO THE ABOVE CONTRACT

PROPOSAL BECOMES AN AGREEMENT BY EXECUTING SIGNATORY PAGE 8

Perceval-Montgomery International

P.O. BOX 53, ORMOND BEACH, FL 32175-0053
PHONE: (904)673-4663 OR FAX: (904)672-6041

FLORIDA'S WET ADVENTURE AUTOMATION CAMPAIGN (WAAC)

WAAC is a modern and revolutionary campaign that promotes the attraction of industry to the state of Florida through "Automated Information Technology Systems" (AITS). AITS features place-base media research terminals called MasterDot Terminals.

WAAC utilizes the high profile image of Florida's Wet Adventure Campaign (FWA). FWA is a campaign to promote Florida's Tourism and Entertainment Industries Worldwide, featuring mobile AITS MasterDot terminals attached to mobile hospitality units.

The FWA Campaign kicks off the introduction of AITS by highlighting the state of Florida as the forerunner of consumer marketing and research automation services (AITS) to private industry throughout the world. The FWA Campaign becomes the introductory test market for the installation of stationary AITS terminals in Florida that remain as the FWA Campaign continues to move on to phase II and III until worldwide status is achieved and stationary AITS terminals are installed worldwide.

Florida will remain known as the bastion of electronic automation hereafter and will become a solid testing ground for industry's new product development and enhancement of current products and services.

AITS targeted locations include shopping malls, grocery and convenience stores, airports hotels, theme park attractions and motion picture theatres. AITS relates to all aspects of the consumer industry including tourism and entertainment.

The targeted test market for AITS is the state of Florida because it has a "3" rating in USA GNP and a "13" GNP rating worldwide. AITS will bring world-wide attention to Florida as a trend-setter in the emerging global economy.

The impact of AITS and the FWA Campaign kick off of AITS is projected to:

I. Create better United States relations with the emerging European Economic Community, Japan, and other Asian countries, Germany, and the new Russian community of nations by helping them to better understand their own consumer markets.

II. Strengthen the United States Of America's own economic development in these countries by the installation of AITS to assist American businesses to better understand these foreign consumer markets through consumer surveys.

III. Stimulate the sale to the foreign consumer market regarding the United States' products and services through consumer "WINNERclub CARD" savings programs.

IV. Educate the foreign consumer market through public awareness surveys regarding our global environment, health-related topics, investment opportunities for economic market stabilization, peace-related endeavors, business and developing market opportunities, community-related activities, non-profit philanthropic organizations and public interest groups.

ELECTRIC PARADISE PRODUCTIONS

PRESENTS

FLORIDA'S WET ADVENTURE CAMPAIGN OVERVIEW

I. Objective

A Multi-Faceted marketing campaign designed to promote multi-national corporations and their products and services together with the state of Florida as a tourist destination through the Florida Department of Tourism to worldwide markets.

II. Marketing Tools

This campaign utilizes the following programs to promote:

1. Conventional Advertising Package including billboards, radio, television, news and print media, collateral materials and press release kits
2. Entertainment Productions referred to as "Mobile Hospitality Units"
3. Celebrity Television Productions filmed on location in Florida
4. Florida Special Events
5. Florida's Wet Vacation Travel Package
6. VIP Invitations to Motion Picture and Television Producers, Multi-National Corporate Executives
7. Public Relations Package
8. Public Relations Representatives
9. Florida Promotional Items Package
10. Florida Entertainment Directory
11. Fashion Competitions
12. Sweepstakes
13. Prizes
14. Animation Package
15. Dancing Costumed Characters and Lip Servers
16. Original Music Package
17. Celebrity Endorsements Package
18. Charities
19. Television Talk Shows
20. Sporting Events
21. Career-Education Video Package
22. Florida Educational Consultant Board
23. Florida Tourism, Entertainment and Hospitality Consultant Board
24. Customer Market Analysis Surveys
25. Florida Department of Tourism "Fair-Share" Advertising Out-of-State
26. Global Village Sponsor Association

III. Geographic Areas

Phase I State of Florida
Phase II British - American
Phase III Euro - Asia

IV. Time Frame

Approximately three to five years

FLORIDA'S WET ADVENTURE

HOSPITALITY PROMOTION OVERVIEW

"Hospitality Promotion" is a term used to describe a hands-on direct contact exhibit that utilizes unforgettable techniques of advertising for our sponsors.

A well-trained and coordinated management team is set up with a beautifully-designed on-site mobile pool-unit with live costumed personnel. They make contact with the public by serving food and beverages, offering product samples, giving away prizes every 10 to 15 minutes, and encouraging customers to input marketing information to be logged into terminals and forwarded daily to sponsors. (Entry for sweepstakes is thereby confirmed).

A unique design incorporates physical, audible, visible, and "tasteable" means to involve the public with colorful sponsor-logos, slogans, and information and products delivered pleasantly to the consumer's sight, sound and taste through banners, posters, music, prizes, food, and drinks. All are located at strategically selected and researched locations and are intended to entertain and captivate as well as distribute sponsor products and disseminate market data.

Phase I Hospitality Shows involve 8,536 separate promotions, 749 locations of 16 various kinds/"categories", ranging from six to eight hours per day of operation over a one year time frame with seven P/R Reps at each showing.

The stage is the state of Florida as a prototype for Phases II (British-American), and Phase III (Euro-Asian). The state of Florida ranks (#3) third in the United States and (#13) thirteenth in the world in GNP consumption.

Phase II comprehends ten U.S. states with the top GNP's, Canada, Central/South America, Mexico, the Caribbean Bahamas, and the Caymans.

Phase III covers western and eastern Europe (Soviet Union), and Asia.

The plan calls for Nielsen Media Research to track information from consumer analysis terminals at each Hospitality Promotion on location and receive input daily, weekly, and monthly for twelve months to be forwarded to the Corporate Sponsors.

Highly trained Nielsen Media Research marketing consultant interviewers will attract consumers to our on-site consumer market analysis terminals during the productions.

"ORGANIZATIONS BLUEPRINT DIAGRAM"

