

A Published Version of a Heritage Honor Roll Legacy Story



Allan S. Kullen *Businessman and Social Entrepreneur*



"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whoever would listen and could understand him. Allan had met Ester while on an archaeological dig at Masada in the Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her.

It was not just Ester that Allan found, however. The odds were none-to-none that an American speaking Hebrew very poorly could venture to a foreign city and find some girl he met for two weeks on a mountaintop while knowing only her name. If I could accomplish that, I realized I could probably do anything I wanted to in life," he recalls.

Allan was born in Washington, DC, on February 20, 1942 to Eunice (Stallard) and Sol Kullen, both originally from Baltimore, MD. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry, so Allan chose to attend the Carnegie Institute of Technology (CIT) in Pittsburgh, PA, after graduating from high school in 1959. CIT was transitioning toward a new academic structure, later becoming Carnegie Mellon University, and he soon learned that his was to be the last graduating class in the printing school. Allan was given great flexibility with his schedule and took advantage of that opportunity by becoming very involved in campus activities. He graduated in 1963, receiving the Fred Hagen, Sr. Award, given to the student with the highest scholastic standing in the School of Printing Management.

Feeling the need to gain additional business training, Allan entered a two-year MBA program at the University of California, Berkeley. During his first year, he met representatives of NBSB, a Dutch travel organization that organized student trips to Europe. He began to work with them, starting by putting out a daily newspaper for the eight-day crossing by sea. He also accepted an internship as a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. He worked on the NBSB ship to gain passage back to the United States and, after returning home from this eye-opening experience, chose to enter the workforce rather

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When Pubco began to fail, he realized he needed to build a future where he could better control his own destiny, especially since he was now named to the former Dane Klein and they had two children, Allison and Todd. Returning to what he knew best, in 1974, he acquired the assets of a struggling printing company whose owners were in default with their bank and formed Todd Allan Printing Co., Inc., which he ran until 2013. During that period, he grew the company through internal sales and roll-up acquisitions of eight smaller firms, merging them into his company. At its peak, Todd Allan had \$18 million in annual sales and 127 employees. In 1981, he obtained a patent for "prints having continuous tone gradation that could produce original pieces of art from commercial printing plates." In 1982, with the collaboration of 15 local and national printing suppliers, he published *The Practical Graphic Arts Guide*, a 700-page compendium of expert technical advice for print buyers.

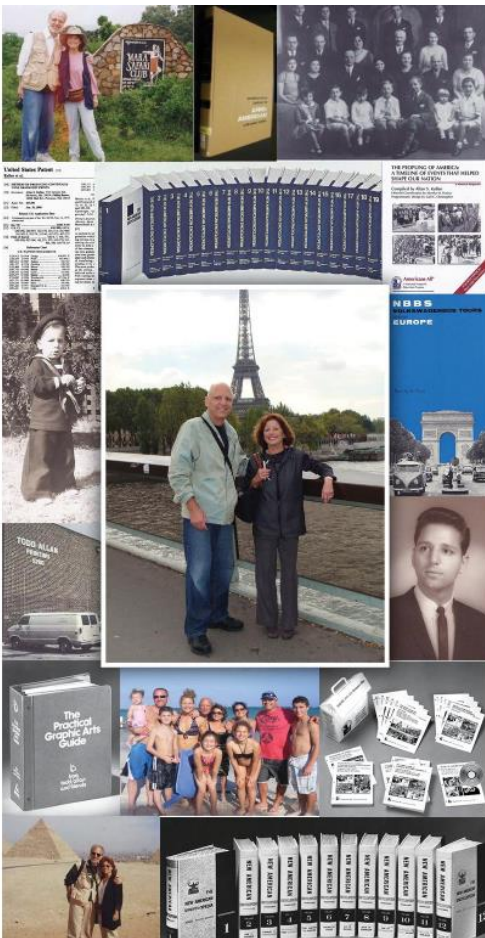
While working at Pubco, Allan observed that some of his commercial sales, and he brought that manufacturing site called The First Experience, which featured photographs through Ellis Island. At the same time, he was printing his action revealed the passion generated by his travels as developer of its signature resource program, Americans

The program consisted of printed texts and recordings, solutions and teacher's guides, all developed by a team of scholars led by Americans All co-developer Dr. Gail C. Christopher. Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation could not secure investors to meet its goal of making these instructional resources available to the nation's 135,000 public and private K-12 schools and 800,000 homeschools.

Allan responded by forming a marketing and operations entity, the Americans All Benefit Corporation. To gain the revenue needed to meet the foundation's goal, he focused his efforts on one of the program's main elements—the Heritage Honor Roll. Under the new structure, Americans All has become a Social Legacy Network that "connects the dots between life, legacy, education and the American Dream."

[Note: This article was excerpted and edited from an interview by Gordon Bernhardt, author of *Profiles in Success* (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about 'Cher' Kullen, click here.



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Legacy, our membership in our Americans All programs include our Social Legacy Network to you and your family, can receive additional benefits—electronic access to 1-2 social studies resources, a membership in College & e-newsletters and a membership card for discounts from our program partners—[CLICK HERE](#)

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For a one-time, tax-deductible **\$49** fee, Americans All members can control how their legacy, or the legacy of a person or group important to them, is recorded and shared forever.

You can upgrade your lifetime membership in Americans All by joining in our Social Legacy Network—for just **\$4 per month**. As a thank-you from the People of America Foundation for supporting social studies education, the first three months of your Social Legacy Network trial membership are free!

Legacy stories are housed, for **free**, on our Web-based Heritage Honor Roll and can:

- Include a color portrait or an image;
- Contain up to 2,000 words of text (with 1,000 words password protected);
- Be published in multiple languages;
- Include a montage of photographs;
- Include up to 5 logos;
- Be linked to social media;
- Include existing and/or new home videos;
- Include hyperlinks to Web pages and documents;
- Include hyperlinks to home movies and other audio and video recordings;
- Include hyperlinks to other legacy stories on the Heritage Honor Roll;
- Be updated at any time;
- Be hosted on the Americans All home pages of Legacy Partners for more exposure;
- Contain the name of a sponsor; and
- Be shortened (up to 500 words) and printed in an 8½" x 11" format with a photograph or image and up to two member logos.



These stories are written by Social Legacy Network members and reflect their personal views. Americans All does not vet them for accuracy, nor do they necessarily reflect the opinions of the program. If you find content or language you deem offensive, please [contact us](#).

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