

Business Plan

People of America Foundation and the Americans All Program

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This does not constitute an offer for the sale of any securities or to request an investment. Such an offer, if any, will be made only through a disclosure document.

Investor Opportunity

Americans All is a nonprofit community outreach program that specifically benefits schools and small businesses. We are launching our 33-year-old rebranded program in the DC/MD/No.VA area by creating pilots with the support of **partners** who appreciate—and want to recognize—the important role diversity plays in our nation’s growth.

For the pilots, we seek an interest-bearing \$75,000 loan that will include 3,000 prepaid membership coupons. We will use these funds to implement and video the pilots; create the architecture for our resource and marketing databases; and accelerate marketing through social media channels and a grassroots public relations campaign. Our total marketing budget for the pilots is \$250,000, of which the \$75,000 loan is a part.

Once the pilots are completed, we will use the data to create the first of multiple Marketing Zones across the nation, beginning with the DC/MD/No.VA area. Each Zone will be handled individually because the types of schools (public, private, religious, military, etc.), as well as the types of small businesses, may not be the same.

The start-up loan will be repaid from net membership fees, not profits earned, and we will escrow 4 percent from each fee for that purpose. Once the loan is repaid, investors will receive a noninterest-bearing balloon payment matching their investment, using the same repayment formula. After the balloon payment is made, investors need to choose between two options: receive two additional noninterest-bearing balloon payments or convert the value of their loans into equity in the Zone. If loans are from aggregated from different investors, the equity for each investor will be a percentage of the 10 percent. The pilot Zone investor will have the right of first refusal to provide the balance of the start-up marketing loans for each new Zone and, importantly, the right of first refusal to acquire the Americans All program once the development group reaches specific financial benchmarks.

Marketing Strategy. The United States has more than 3,100 counties, 16,000 townships and 13,000 independent school districts. We consider each of these jurisdictions to be a potential geographic market area (Zone), especially if they have a large city within their jurisdiction. There are approximately 84,500 public and 34,500 private schools in the US, and there are more than 30 million small businesses in the nation. The total revenue a school receives depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network for only \$4 per month after a free, 3-month trial. A Marketing Zone, which will incorporate multiple geographic areas, requires 100,000 Business Legacy Partners. For budget purposes, we are using geographic areas that have 50 schools, each of which is projected to enroll 40 businesses, for a total of 2,000 businesses. This number of businesses can be achieved by having more schools in the geographic market area enrolling 40 businesses or by having fewer schools, each enrolling more businesses. [Data from the pilot will help refine this ratio and determine the most effective way to implement the program.] Americans All memberships are free, so each school should generate at least 300 memberships from its students and its students’ families and alumni. Moreover, we anticipate 25 percent of Americans All members, or 75 members, will subscribe to our Social Legacy Network. Therefore, each geographic market area should produce 2,000 Business Legacy Partners and 3,750 Social Legacy Network members. An increase in the number of Social Legacy Network members can mean the Zone could have fewer Business Legacy Partners.

There are more than 750 regular schools in the Maryland Counties of: Montgomery, Prince George’s, Howard and Baltimore City and the District of Columbia.

Investor Opportunity

Net Revenue Projections from One Geographic Market Area

2,000 Business Legacy Partners x \$80 per year (Net of school revenue and credit card fees)	\$160,000	
3,750 Social Legacy Network Members x \$22 per year (Net of Foundation, school revenue and credit card fees)	<u>\$ 82,500</u>	
Total Revenue from One Geographic Market Area		<u>\$242,500</u>

Net Revenue Projections from 50 Geographic Market Areas ("Zone")

100,000 Business Legacy Partners		\$ 8,000,000
87,000 Social Legacy Network members		<u>\$ 4,114,500</u>
Total Revenue from 50 Geographic Market Areas (Zones)		\$12,114,500

Estimated Operating and Marketing Costs

Initial start-up marketing budget	\$ 250,000	
Initial balloon Payment	\$ 250,000	
Regional and national marketing fees (30 partner shares @ 1 percent each)	\$3,634,380	
Investor return (10 percent)	\$1,211,450	
Transfer to the foundation (25 percent)	\$3,028,625	
Year 1 operating expenses, (after start-up)	\$ 505,000	
Year 2 operating expenses	<u>\$ 425,000</u>	
Total estimated expenses and distributions		<u>\$9,304,047</u>
Revenue available for distribution and new zone development		\$2,810,075

Our Focus and Business Model

Our People of America Foundation, a 501(c)(3) nonprofit organization established in 1986, helps individuals inexpensively record and archive legacy stories and supports excellence in social studies instruction. We aim to tie the compelling need to preserve legacies with the essential goal of imparting good citizenship skills, thus supporting historian David McCullough's belief that "history is the story of people." This dual focus will prepare students to succeed in our nation's democracy, economy and workforce while promoting long-standing American values of diversity, tolerance and inclusion.

Legacy stories acknowledge that heritage and culture are rich aspects of personal and group identity and reflect our nation's varied social and ethnic fabric. The legacy stories are permanently stored and easily accessed on our Web-based Heritage Honor Roll. Many illustrate the role immigrants have played and continue to play in our country's growth. They shed light on the important contributions and common experiences of all Americans.

Through instruction in social studies, students develop critical-thinking skills and learn how to evaluate different perspectives, assess the validity of evidence and apply facts in making decisions. The study of history and civics imparts knowledge and understanding of how and why people, communities and nations act the way they do.

We operate four membership-based entities: the Americans All program, the Social Legacy Network, the Legacy Partner Alliance and the Homeschool Resource Center. A for-profit benefit corporation manages all of them. We invest more than half of membership revenue (not profits) to improve social studies education in K-12 public and private schools nationwide. The remainder supports program development, program operations and affiliate agreements.

Americans All (one-time, tax-deductible \$49 membership fee (\$24.50 using a Legacy Partner Promo Code): This sets up a user account, creates the template for a legacy story and enrolls a family in a free, 3-month trial subscription in the program's Social Legacy Network. In addition, Americans All members gain electronic access to some of the K-12 social studies education resources we own: texts and 22 songs of groups who came to and moved through America in the 20th century; more than 3 hundred annotated, period-specific photographs; and a 412-page timeline publication.

The legacy story can feature an individual or a group and can be published in multiple languages, using text, photographs, home movies and other audio and video enhancements. The use of mixed media leads to a more textured and appealing story. All stories housed on our Web-based Heritage Honor Roll can have a password-protected section, and we offer a free option for users to print a shorter version of their story in an 8½" x 11" template to share with family and friends. Moreover, we encourage members to update their stories at least annually. By archiving each year's story and replacing it with the new or updated version—at no additional cost—they will have created a *virtual, multimedia time capsule of their life* to be preserved for future generations to enjoy.

Our Focus and Business Model (continued)

During the free 3-month trial period, the family is also automatically enrolled in CollegeSave. This organization gives parents of newborns to high school juniors up to one full year of college tuition discounts, practical college savings advice and a Personal College Savings Roadmap®, and it gives students access to experts for homework help. The family can earn 1,750 points worth **\$1,750** worth of tuition discounts (each point is worth \$1 in discounts)—valid at 389 top colleges in 45 states—during the free trial period, plus **\$250** worth of additional tuition discounts each month the family continues the Social Legacy Network membership after the free trial period ends. Immediate or extended family members can use these college tuition discounts. They can earn up to **\$52,000** with this program. In 2017, students submitted reward points worth more than **\$80.1** million in tuition discounts at the participating colleges.

After the trial period ends, families can choose to continue their Social Legacy Network subscription for the low cost of **\$4** per month. We will not invoice families without their permission. Even if the family opts not to continue the network membership, it gets to keep the **\$1,750** worth of college tuition discounts it received during the trial period!

Social Legacy Network (**\$4** monthly fee): Only members of Americans All are eligible to join our Social Legacy Network to access additional benefits. For just **\$4** per month, families continue their subscription in CollegeSave and receive e-newsletters with life lessons and money-saving tips. Membership cards can be used for discounts on goods and services and other benefits offered by program partners. We provide a unique tool to enable safe and secure communication of event, anniversary and memorial announcements. Moreover, network members can access electronically the entire Americans All social studies resources collection used in more than 2,000 schools and libraries nationwide (a **\$500** value); new Americans All ethnic and cultural texts, photographs and songs as they are published; our state- and grade-level-specific social studies resource databases with links to other information to facilitate interdisciplinary learning; and our Web-based professional development on teaching social studies. They will also receive posters to demonstrate their support of Americans All.

Legacy Partner Alliance (free): Legacy Partners are families, groups, schools and local, regional and/or national businesses or organizations whose social philosophy reinforces our mission. Legacy Partners participate in our initiative at no cost because they host, on their home page(s), legacy stories published on the Americans All Heritage Honor Roll by their clients and employees, thus providing additional exposure for these stories. They also share discounts on goods and services and other benefits with program members and other Legacy Partners.

We set up the Legacy Partner Alliance to enable families, groups, businesses and organizations to advertise/promote their products and services, at no cost, to their target audiences. They can demonstrate their responsibility to their community by supporting

Our Focus and Business Model (continued)

education and add stories about their employees and clients to their home page to begin developing or expanding their own affinity groups. By publishing the description of their business or organization in multiple languages, they can leverage the demographics of their community and client base. Each branch of a chain store can have its own story to better reach its clientele.

To encourage Legacy Partners to help expand our Heritage Honor Roll, their ID Number can be used as a Promo Code so members/students, associates and staff can purchase an Americans All membership at the **\$24.50** discounted rate, without the organization incurring any administrative costs. The membership could also be included in an annual fee or gifted as an organization benefit. Moreover, they can access Americans All logos and marketing templates to communicate the importance of our program to their current and future clients and customers. Legacy Partners are searchable on our Web site by name, language, category and location and are already being searched by Google.

K-12 Public and Private Schools (free): Today, school instruction favors STEM, and these subjects are attracting an increasingly larger share of available funding. In addition, no federally mandated tests exist for social studies, so less time is being spent on this discipline. Moreover, each state has developed its own social studies curricula and content standards.

Americans All supplemental resources are multimedia and are delivered from multiple perspectives, thus helping teachers reach students with different learning styles. Our storytelling feature is easily incorporated into current curricular frameworks. By aggregating our as well as other vetted resources into state- and grade-level-specific databases, we give teachers electronic access to information both in their own state and other states' databases. Embedded in the databases are links to other appropriate information to strengthen learning opportunities and facilitate interdisciplinary connections. Teachers can use our Web-based professional development opportunities to learn best practices for using our and other instructional resources.

Homeschool Resource Center (**\$24.50** fee plus **\$4** month): Historically, it has been very difficult for families who homeschool their children to access nonpartisan educational materials, especially in history and civics, that are accurate and free from unwanted perspectives, that support family values and that effectively prepare their children to attend college.

Homeschool families who register for Americans All for a one-time, tax-deductible fee of just **\$49** (**24.50** using a Legacy Partner Promo Code) and join its Social Legacy Network for the low cost of **\$4** per month, besides the other benefits, can access—in our Homeschool Resource Center—the instructional resources and professional development opportunities they need to help their students meet state and college testing requirements in social studies.

Market Analysis for Legacy Preservation

We all want to control how our stories remembered—life experiences, lessons learned and contributions made. As people age, it becomes increasingly important to remind younger generations of their family's and our nation's heritage, history and culture. Our seniors are living longer than ever before, and that means they have more stories to tell and greater opportunity to pass on their knowledge.

Studies have shown that both older and younger generations benefit tremendously from the sharing and learning that takes place when storytelling occurs. People can preserve their stories for the enjoyment of future generations in different ways. Although stories are often shared with family members on an informal basis, they must be recorded to ensure they are accurately remembered and not lost as time moves on. We also want to ensure that, in the case of an expected event, the story does not wind up as an impersonal, costly and short-lived newspaper obituary.

Several vendors are involved in the preparation of legacy stories for individuals while they are still alive to participate in the process. LegacyStories is an affiliates.

- **Ancestry:** Ancestry.com is the largest for-profit genealogy company in the world and has multiple brands. It can be very expensive to pursue legacy preservation through this vendor.
- **Familysearch:** Familysearch.org provides users with free prompts to record 52 stories and allows some of those stories to be recorded on a family tree profile. The program is operated by The Church of Jesus Christ of Latter-day Saints.
- **HealGrief:** Healgrief.org supports the bereaved by offering a virtual location, without geographical boundaries, where individuals and a community can communicate a death, connect, mourn and heal while celebrating a loved one's life. Americans All members can use Healgrief.org to share their legacy story as a memorial.
- **Heredis:** Heredis uses French genealogy software (translates to English) and has a limited storytelling functionality. The software costs between \$50 and \$70.
- **LegacyStories:** An affiliate of Americans All, LegacyStories.org is the official Web site for the Living Legacy Project. The project's mission is to educate and motivate people to write and/or record their legacy stories, and those of elders, before they are lost forever.
- **Mackiev Family Tree Maker:** Mackiev Family Tree Maker lets one grow his or her family tree with navigation, tree-building tools and integrated Web searching. It includes the ability to record stories. The cost for the software depends on the functionality required.

Market Analysis for Legacy Preservation (continued)

- **My Heritage.com:** MyHeritage.com is an online genealogy platform that initially offers a free program and then requires an ongoing subscription.
- **Personal Historians** (<http://www.personalhistorians.org>): Many personal historians are part of a national “trade group of professionals dedicated to preserving life stories for ordinary people.” This organization enables users to search for and hire a personal historian to record their story. The cost varies from historian to historian and can be very high.
- **StoryCorps:** People, typically two at a time, are given the opportunity to record meaningful conversations, and the recordings are archived at the Library of Congress. This vendor provides a free iTunes app that enables users to record oral histories using a smart phone.
- **WeRelate.org:** WeRelate.org is a wiki genealogy Web site that provides tools and data for the study of family and history. Contributing to the site may help users build a unified family tree containing the best information from all contributors. These contributions can include facts and photographs of people in a family tree, but not stories of family members. Free accounts include up to 250 family members.

Our legacy preservation mission overlaps in many areas with these vendors, but no other organization shares our socially responsible dual focus to preserve legacies and support excellence in social studies instruction. More importantly, significant features not only differentiate us from our competitors, but also make us far more attractive to the public.

We offer the ability to create a story in multiple languages, rather than have an auto-translate program handle that task; individual words may not carry the same contextual meaning when translated. In addition, legacy stories on our Web-based Heritage Honor Roll can include a photographic montage along with a portrait, up to five logos important to the honoree and direct links to social media sites and audio and video recordings. Up to half of the story text can be password protected. The stories can be updated at no cost at any time, and we provide an 8½” x 11” template for a shorter version of the story to be printed and shared with family and friends. Notably, our one-time cost to create, share and update a legacy story is far less than that of other vendors.

Market Analysis for Social Studies Resources

Social studies is the integrated study of the social sciences and humanities to promote civic competence. By teaching the fundamental concepts of culture, economics and politics, students are groomed to be productive citizens. Students learn about our society and the world around them through the help of other disciplines (e.g., political science, history, economics, religion, geography, anthropology, the arts and psychology). With such knowledge, children and young adults may better understand and make informed decisions about domestic and foreign policy issues that affect them and their families (e.g., crime, jobs, education, transportation, immigration, terrorism, health care, and national security). Learning the basics of our nation’s political and economic structures is necessary to inform future voters.

The focus on STEM topics and the lack of required national testing in social studies have reduced the time devoted to this discipline. In addition, state standards vary significantly because they are driven by the political landscape. Approximately 35 percent of all K–12 students reside in five states, so it is logical for the major publishers (Houghton Mifflin Harcourt, McGraw Hill, and Pearson) to have publications that fit those markets. Moreover, social studies is subjective—in contrast to math, which is objective—so there is an ongoing debate as to which “facts” should be taught.

The Web contains links to a wealth of free resources for teaching and learning social studies, but teachers and students are not availing themselves of this collection because:

- Each site has its own subjective perspective;
- Not all of the sites have been vetted for accuracy;
- The information often does not reflect the diversity of the populations who have contributed to the growth of our nation;
- Many sites are so comprehensive that teachers, with limited available classroom instruction time, cannot easily find what they need to pass on to students; and
- The information may or may not conform to a specific state’s standards and thus cannot be used.

Americans All focuses on the history and stories of people who came to and moved through our nation. History can best be appreciated by having students relate to the material they are studying. Teachers can be more effective if they have the resources they need at their fingertips—information that meets state standards and is appropriate for students at different grade levels. Our role is to compile existing materials into easily accessed databases and to include stories on the contributions and experiences that make history instruction relevant and compelling to students. We will also expand our existing ethnic and cultural texts so the achievements of as many races and nationalities as possible are documented.

Target Markets

The target markets for legacy preservation are broad, and the membership of most of these markets expands every year. Therefore, a shortage of people who have stories to record and share will never exist. We will initially focus on older generations (seniors and their families) as well as groups who serve these audiences (American Association of Retired Persons, Jewish Council for the Aging, American Seniors Association, etc.).

Active Seniors: More than 46.2 million people in the United States are above age 65,¹ and that number is expected to grow to 98.2 million by 2060.² Of individuals 65 years of age and older, 71 percent report that they use computers and 62.4 percent report that they have high-speed Internet connectivity.³

Studies have proven that storytelling affords a wonderful intergenerational bonding experience for a senior and his or her immediate or extended family.⁴ And today's technology makes this process easy to accomplish and more visually attractive than ever before. Storytelling is a key to the transfer of wisdom from an experienced veteran to an inexperienced rookie. It has the capacity to motivate and inspire others to think and mentally grow.

Assisted Living Programs: None of us is immortal, and we all need to take the time to plan for the cost-effective transfer of our assets to our heirs. Americans All should be an important component of any estate planning process because it deals with protecting a valuable and irreplaceable asset—an individual's life story. Equally important is giving an individual the opportunity to contribute to how he or she wants to be remembered while he or she is still living.

Financial issues must also be considered. We recognize that some families who lose a loved one may still want to rely on the archaic tradition of buying a newspaper obituary, even though that memorial notice is viewed for only one day in one city, is published in a single language, does not link to audio or video recordings, cannot be updated and may require a fee to prevent it from being archived.

A typical 200-word obituary with a photograph in a local newspaper can cost **\$680**. Publishing a piece the size of an American's All legacy story would cost approximately **\$2,400**. In situations like this, we recommend families purchase the smallest newspaper notice possible and link their Americans All online legacy story to it. We also offer a secure, e-mail-based event, anniversary and memorial tool, so members can continually share information with their family and friends at no cost. This will enable memorial notices to be sent out for more than one day and to more than one city, without cost.

¹ <https://www.census.gov/newsroom/facts-for-features/2016/cb16-ff08.html>.

² Ibid.

³ Ibid.

⁴ <http://aese.psu.edu/extension/intergenerational/program-areas/technology/using-technology-to-connect-generations-profiles>.

Target Markets (continued)

Importantly, once the memorial services have been completed, audio or video recordings of the eulogies can be added to the story and resent to family members and friends as appropriate.

Ethnic and Cultural Groups: With today's increasing demographic diversity, our nation is becoming severely polarized in many sectors. Literature and research studies show that a significant barrier that prevents people from accepting one another is that people are identified by their generic group affiliation rather than as individuals who have names, faces and common characteristics. An easily accessible Web site like Americans All that contains stories about all the races, nationalities and ethnicities that comprise our nation's population can significantly reduce this barrier. Their stories are America's stories.

We will embrace associations of ethnic and cultural groups as Legacy Partners and reach out to them through the embassies, consulates, cultural attachés and organizations that represent and support them. We will offer them an opportunity to contact their membership to ensure their group's ethnic and cultural stories can be integrated into our social studies resource database for schools. We will also create a publication of the contributions of each group to augment the texts in our Americans All collection. In addition to providing services to their members, these Legacy Partners can generate income for their own activities. They will receive a free gift coupon code for every Americans All membership purchased through them. We have a major advantage in demonstrating our value to this market, because our Heritage Honor Roll already contains stories in French, Greek, Japanese, Spanish and Yiddish.

End of Life Associations: End of life associations focus on how the dying and their families can bring deep meaning and great comfort in terms of the care given at the end of a life. They help the dying plan for the final days and express themselves through powerful legacies. Having a legacy story published before the end of life can give the honoree the satisfaction that he or she is leaving a tangible history behind for others to enjoy and appreciate.

Engaged Couples: A direct tie-in with seniors is that they often have children and grandchildren. A senior can register for Americans All, join the Social Legacy Network and then ask that benefits be assigned to support the education needs of members of his or her immediate or extended family. Moreover, an engaged couple can also create their own membership and save wedding planning costs by using the announcement tool to notify participants of dates and special events. The couple can enhance their pre-wedding story with videos of the bride and groom and members of the wedding party and, following the

Target Markets (continued)

service, incorporate their wedding video into their legacy story to send to all guests. A newly married couple can use the features of the program to keep relatives updated on their family status. By archiving each year's story and replacing it with the new or updated version—at no additional cost—they will have created a virtual, multimedia time capsule of their life to be preserved for their children to enjoy.

Military Personnel: The story of America is about the countless men and women who give up their own comfort, the company of their loved ones, and sometimes their lives in service to our nation. From the Revolutionary War to Afghanistan, in times of both war and peace, military personnel endure hardship so Americans can enjoy peace and freedom. Yet, because these men and women often serve in anonymity, their stories of sacrifice and dedication to duty can be lost to posterity. Some of their legacy stories can be added to our school database to help inform students about how military personnel have contributed to preserving the nation's democratic way of life.

Domestic First Responders: These individuals—firefighters, police officers, paramedics and emergency medical technicians—dedicate themselves to aiding and protecting citizens in emergency situations. They put others' safety and well-being above their own, often at great risk to themselves. The tragic events of 9-11 offer dramatic proof of the heroism and self-sacrifice of America's first responders. Yet, because these men and women often serve in anonymity, their dedication to duty can be lost to posterity. By creating and sharing a permanent record of their service, current and future generations gain insights and inspiration.

PTA/PTO Organizations: PTA/PTO organizations support schools in getting both unrestricted funds and classroom resources. We can fill a dual role for these groups by providing them with a program to add as a fundraising tool (Heritage Honor Roll) and giving schools electronic access to much-needed instructional resources in social studies, including texts and songs that reflect the experiences of major groups who came to America in the early 20th century; hundreds of annotated, period-specific photographs; and a 412-page timeline that provides multiple perspectives on events that shaped our nation's history.

Public and Private Schools: The need to complete a community service project is becoming increasingly familiar to upper middle school and high school students. Schools are encouraging students to include service as part of their school experience. Several have recently mandated service as a graduation requirement, while others have added to the curriculum courses that include service. Students can help others create legacy stories and simultaneously meet their service obligation.

Legacy Partners: Legacy Partners—families, groups and local, regional and/or national businesses or organizations whose social philosophy reinforce our mission—gain an

Target Markets (continued)

opportunity to use this program in many ways. They receive an ID Number so clients, associates and staff can use a **Promo Code** to purchase an Americans All membership at the **\$24.50** discounted rate, without the organization incurring any administrative costs. The membership could also be included in an annual fee or gifted as an organization benefit.

Universities and Teacher Colleges: Students at schools that have a teacher training department can benefit from access to our education resources. We are also a valuable resource for students to use in creative writing and language arts programs, because their stories and the stories they help write are published.

Homeschools: Although there is no government data on which to base exact figures, it is estimated that approximately 2.3 million students nationwide are homeschooled, a 15 percent increase in the past seven years. A 2013 study by Noel, Stark and Redford showed that 32 percent of homeschooled students are Asian, black and others (i.e., not white/non-Hispanic).⁵

Most parents and youth decide to homeschool for more than one reason, and the most common reasons are to⁶:

- customize or individualize the curriculum and learning environment for each child;
- accomplish more academically than is accomplished in institutional schools;
- use pedagogical approaches other than those typical in institutional schools;
- enhance family relationships between children and parents and among siblings;
- provide guided and reasoned social interactions with youthful peers and adults;
- provide a safer environment for children and youth, because of physical violence, drugs and alcohol, psychological abuse, racism, and improper and unhealthy sexuality associated with institutional schools; and
- teach and impart a particular set of values, beliefs and world view to children and youth.²

Homeschool families do not get public (i.e., tax-funded) resources to support their efforts and pay approximately **\$600** per student out of their own funds. Our Homeschool Resource Center, to which these families gain access when they join the Social Legacy Network, will provide them with instructional resources that meet their specific needs and the resources public school students use to help prepare for state testing and college admission. CollegeSave's tuition discount program and homework help will also be valuable assets to homeschool families.

⁵<https://www.nheri.org/research/research-facts-on-homeschooling.html>.

⁶Brian D. Ray, "Research Facts on Homeschooling" (March 23, 2016).

Target Markets (continued)

Legacy Partners:

Legacy Partners are businesses and nonprofit organizations whose missions reinforce our goals of preserving legacy stories and supporting excellence in social studies instruction. They can be searched on our Web site by name, language, category and location.

All Legacy Partners receive a 6-digit ID Number so their clients, members and staff can register for Americans All at the \$24.50 discounted membership rate. Moreover, Legacy Partners can access Americans All logos and marketing materials to help advertise their membership in our program.

Business Legacy Partners

Business Legacy Partners pay a \$49 fee that is renewable every 6 months. For this fee, you can:

- Receive free home pages on our Web site—one for each location and in multiple languages, if desired—to share information about your business or practice and advertise discounts for current and future Americans All members.
- Get 2 free 7-digit Gift Codes (worth \$49) to publish stories on our Heritage Honor Roll. We recommend using one of the codes to create a story on your business or practice and the other to create a story on yourself. Every renewal includes two 7-digit Codes, which can be gifted to employees or family members.
- Host, on your home page(s), [legacy stories](#) that customers have published on our Heritage Honor Roll to provide further exposure for these stories. By doing so, you begin creating or expanding an affinity club for your business or practice.
- Be listed on both our [Discounts](#) page and our Legacy Partner landing page, so Americans All members can identify Business Legacy Partners offering discounts on goods and services.

Your participation in Americans All supports social studies education in schools and reinforces your important role in the community.

Nonprofit Legacy Partners

Nonprofit Legacy Partners can create free home page(s) on our Web site—one for each chapter/division and in multiple languages, if desired—to share information about yourself and better connect with your current and future members. Nonprofits participate in Americans All at no cost because you host, on your home page(s) on our Web site, **legacy stories** your members have published on our Heritage Honor Roll to provide further exposure for these stories. Your participation in our program supports social studies education in schools and reinforces your important role in the community.

Marketing Plan

Marketing will be done online and through social media channels. Outreach via Facebook groups, Facebook ads and Google ads will be followed by continued content marketing on social media. We will target individuals via partnerships with membership groups and associations, our affiliates and our Legacy Partners. We will continue to use the Intercept Marketing platform.

E-mail Marketing: We will send targeted emails to selected lists to introduce Americans All. Leveraging trade associations and nonprofit groups that cater to our markets, and offering discounts to members of those associations and nonprofit groups via e-mail, will be an important piece of our marketing campaign.

Grassroots: We will coordinate with other groups working within the senior citizen and the ethnic/cultural group markets to develop additional marketing partnerships. In addition, we will be building a base from local organizations that help individuals write their own stories.

Marketing Partners: We have already created alliances with Legacystories.com and Healgrief.com and will cross-market our services and offer discounts to our respective users. We will continue to add additional marketing partners as we grow.

Public Relations: If practical, a major news event will be created. Upon launch, we will issue press releases to appropriate media outlets, including publications for senior citizens and mainstream media.

Social Media Marketing: The goals of our social media strategy are threefold:

- Generate awareness of the Americans All program;
- Promote participation and interaction through our various social media channels; and
- Drive traffic to the Americans All Web site, where visitors will be encouraged to create and pay for a legacy story in support of America's schools.

Videos: We will create additional videos for promotional use as well as an additional tool for creating legacy stories.

Marketing Plan (continued)

Content Themes: We will leverage the power of Facebook, Facebook groups, Instagram, Twitter, Periscope and Social Toaster to reach our target markets. Sharing content via posts focused on different aspects of American culture and history within the context of individual and ethnic and cultural groups' stories will encourage viewers to tell their own story by visiting Americans All.

Social media posts and blogs will cover a wide spectrum of topics and issues as well as formats (print, video, and audio) within the overall framework of the American diversity story. The following list is by no means exhaustive and themes necessarily overlap, but it includes many of the major themes. Woven throughout the posts will be a subtle push to visit the Americans All Web site to view the different legacy stories.

American Heroes: Famous and Not So Famous (Legacies); Armed Forces; Police; Firemen; First Responders; Family Caregivers; Teachers; Doctors; Nurses; Veterans Issues

American Way of Death: Hospice; Funeral Homes; Assisted Living; Long-Term Retirement; Cremation vs. Internment; Various Funeral Customs of Immigrant Groups (Irish, Jewish, Muslim, etc.)

Diversity: Contributions of Immigrant Groups; Multiculturalism; Immigration Issues; Mixed Race Marriages

Education: Educational Equity; Common Core; Teachers; Religious/Parochial Schools; Homeschools; Success Stories (e.g., the 10-Year School Construction Program in Baltimore); Scholarship Opportunities; Community Colleges; How to Afford College

Family: Personal Stories; Ancestry; Family Caregivers; How I Got Here; My Family's Experience vis-à-vis the Other Themes

Geography/Culture: East Coast; West Coast; Midwest; South; Southwest; Urban; Rural; Suburban

History: Historical Events

Marketing Analytics: We will measure our progress using various Google analytic tools.

My Heroes- Personal Stories (Legacies) on life events and accomplishments (Can be related to topics above)

Politics/Governance: Electoral Issues; Diversity/Demographic Voting; Civics; Support for Schools/Education; Loss of Bipartisanship

Religion: How Diversity Is Possible under the American Tradition of Religious Toleration; Catholics; Jews; Muslims; Sikhs; Atheists; Baptists; Quakers; Seventh Day Adventists; Mainstream Protestants, etc.

Reviews: Movies, Books, Articles and TV Shows on Related Themes

Sports: Diversity in Sports; "American" Sports vs. World Sports; Influence of Immigrant Groups on Sports

Operations Plan

Accounting: We are interviewing accounting firms that specialize in both for-profit and nonprofit entities. For monthly bookkeeping, we will use standard software, such as QuickBooks online.

Customer Support: To handle customer service and troubleshooting, we will contract with a call center and provide it with a dashboard of information. The objective is to keep calls to less than two minutes, and we will create instructional videos to cover major questions as they arise. More complicated requests and unique questions will be routed directly to Allan Kullen. Once those are resolved, they will be added to the dashboard of information for the call center.

Insurance: We will carry all appropriate business-related policies as well as those needed to cover officers and directors. At this time, all employees will be contract labor.

Location: The foundation will operate out of our offices in Bethesda, MD. We will contract with a virtual office space provider to answer phones and perform basic administrative functions.

Payments: We do not accept cash, only credit cards or PayPal, and payments will be processed through a secure portal to Authorize.net. For businesses wanted to purchase 10 or more memberships, we will accept a check. All funds will be deposited in a bank (to be determined), and escrow accounts will be set up to enable investor and partner funds to be directly deposited in their respective accounts. Investors will have input into the selection of the bank. We will have different transaction costs, because our rate on the \$4 per month membership fee will be greater than the rate for the one-time \$49 membership fee.

Web Support: We will continue to use the services of our Web developer, Taoti Creative, and modify our site as needed based on input from the public. The site is designed for scalability.

School Participation in Americans All

Storytelling is a wonderful tool, not only to help students communicate better but also to help families pass on knowledge and experiences to current and future generations. In addition, it can help bring communities together by sharing their common histories, rather than their differences. After schools become members of Americans All for free, they can give their Americans All ID number to students and their families and alumni so they can create and publish life stories on our website, at no cost. Americans All members will find it easy to start creating their life stories. Our template only requires individuals to fill in their name, date of birth and a summary not to exceed 60 words. Additional story text, hyperlinks and photographs can be added over time.

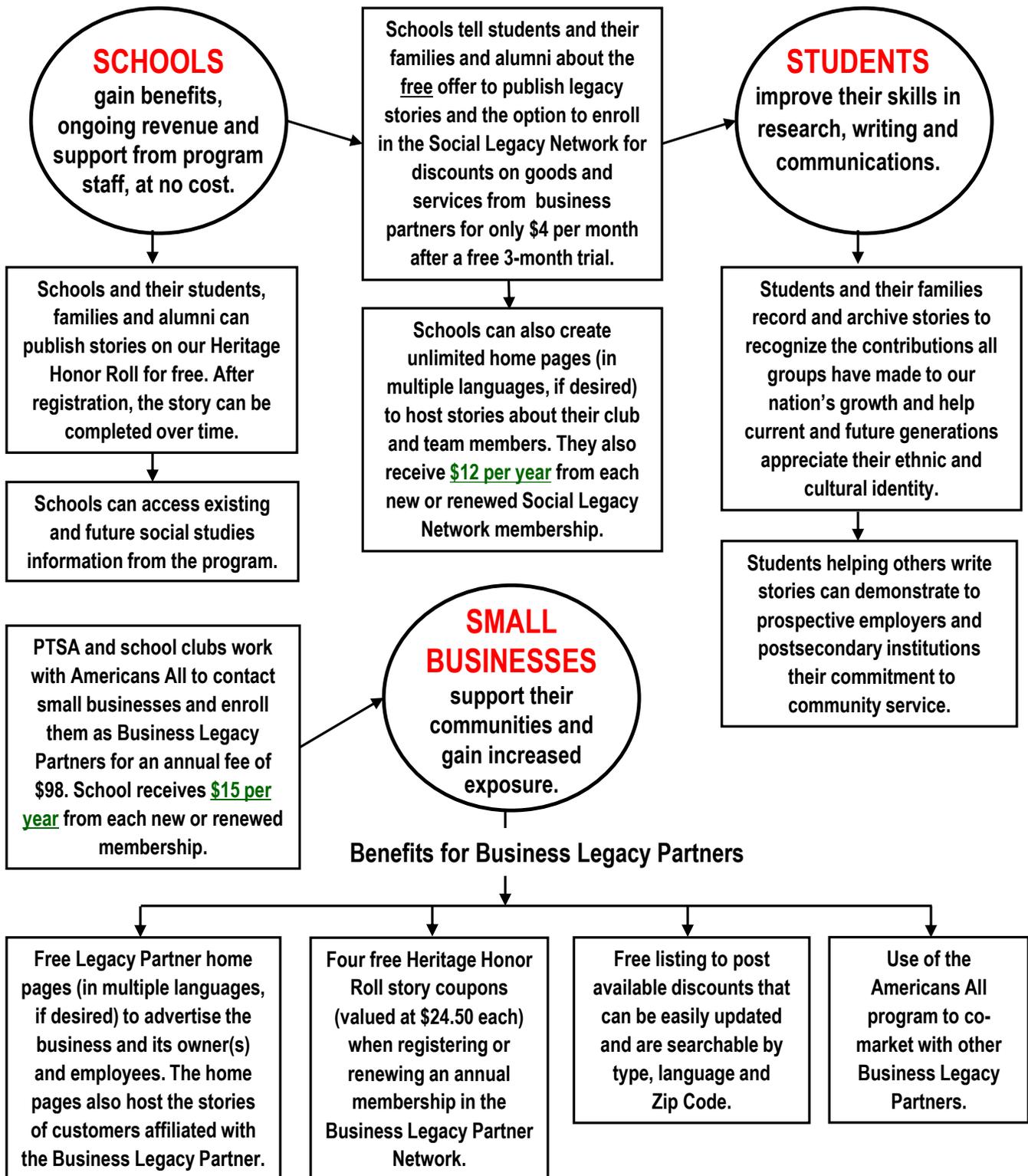
Our grassroots program aims to provide schools with short- and long-term sources of supplemental income. Schools frequently ask businesses for financial support, but rarely do they provide anything of value in return. Under our approach, schools earn ongoing revenue by helping local businesses increase their exposure when they enroll in Americans All; the program will support schools' outreach to businesses. After a free 3-month trial, Americans All members can subscribe to our Social Legacy Network to continue receiving discounts on goods and services from our business partners and get more benefits from Americans All. The total revenue a school receives from our program depends on the number of businesses that are enrolled in the program and the number of Americans All members who subscribe to the Social Legacy Network.

Revenue Opportunities for a School

Year	New Business Legacy Partners Enrolled	Total Business Legacy Partners Enrolled	Revenue from Business Legacy Partners @ 15/year	New Americans All Members Who Join for Free	New Social Legacy Network Members @ 25% of Americans All Members	Total Social Legacy Network Members	Revenue from Social Legacy Network Members @ \$12/year	Total Annual Revenue for a School
1	20	20	\$ 300	400	100	100	\$ 1,200	\$ 1,500
2	20	40	\$ 600	500	125	225	\$ 2,700	\$ 3,300
3	20	60	\$ 900	600	150	375	\$ 4,500	\$ 5,400
1	50	50	\$ 750	500	125	125	\$ 1,500	\$ 2,250
2	50	100	\$ 1,500	600	150	275	\$ 3,300	\$ 4,800
3	50	150	\$ 2,250	700	275	550	\$ 6,600	\$ 8,850



Americans All is a nonprofit community outreach program that specifically benefits schools and small businesses. Our program uses a unique storytelling tool—the Heritage Honor Roll—to facilitate legacy preservation and enable people to enhance their communication skills.



Management and Marketing Team

Allan Kullen, president, ran a large printing firm for 40 years (peak 127 employees and \$16 million in revenue) and has directed the Americans All program and its Social Legacy Network since its inception. He was responsible for the creation of two of its major instructional resources: the timeline publication and the photograph collection. When the national emphasis in education shifted to STEM programs, the People of America 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.

In response, Kullen formed a marketing and operations entity, the Americans All Benefit Corporation, to gain the revenue needed to meet the foundation's goal. Using one of the program's main elements—the Heritage Honor Roll—a legacy preservation initiative was developed to enable individuals to inexpensively record and archive life stories. More than half of the membership revenue generated will support excellence in social studies instruction.

Stephen Miller, marketing director, served in France from 1964 to 1966 and was in the insurance business with Connecticut General Life Insurance Co and Lincoln National for almost 50 years. In addition, he operated an independent practice as Creative Benefit Solutions, specializing in employee benefits. Over the years he has served on the boards of the United Jewish Appeal Federation, The Hebrew Home of Greater Washington and Easter Seals of Greater Washington, primarily involved with fundraising activities.

Karen Glass, editorial supervisor, received her bachelor's degree in political science from the University of Connecticut, and she earned her master's degree in public policy from The George Washington University. She has taught writing/editing to staff of the National Governors Association, where her 19 years of employment also included lobbying, policy analysis, and communications positions. Her more than 18 years of work as a freelancer has included writing, editing, marketing, writing training, and web and print publications development, production and dissemination.

Jim Brennan, social media specialist, is Pulse Marketing's operating partner. He has more than 40 years of experience in consumer advertising and direct marketing. He was the founder and president of a national direct marketing agency, Brennan Response, for more than 25 years. In that role he directed all aspects of his national clients' marketing strategies, including long- and short-form broadcast production; newspaper, magazine, and broadcast placement; media strategy; and tracking and return-on-investment functions for every campaign.

Recognizing the unique potential of social media, Brennan now focuses his efforts on using blogs and social media channels to create and manage a favorable, interactive environment for enhancing brands and driving direct response. Pulse Marketing uses social media as a critical element in a comprehensive, fully integrated branded content delivery and sales model that also incorporates traditional media, online and mobile advertising, and public relations.

Management and Marketing Team (continued)

Tod Turner, CEO of LINQware Communications, has extensive experience in Internet marketing and software development. He will oversee the implementation of a marketing program, LiveChime, that Americans All will use to enable real-time communication between buyers and sellers on a desktop or mobile device. Using its Intercept Marketing process, LiveChime will promote Americans All's activities through social media using FaceBook, YouTube, Twitter, Pinterest and GooglePlus to build prospects lists and then will advertise to the lists at 95 percent reduced rates.

Storytelling Brings Generations Together



Americans All makes it possible for an individual to **invest \$24.50** to [record](#), share and [archive](#) their legacy story—an incredibly valuable asset. In addition to our storytelling component, members and their families gain access to our current and future social studies resources—a **\$500+** value. They also get discounts from program partners and a free 3-month trial subscription to our Social Legacy Network—worth **\$1,750** in transferable tuition discounts at participating colleges and universities. **Students helping seniors create their legacy story receive a free legacy story for themselves, and schools and libraries participate for free.**

The history of our nation is deeply tied to immigration. Ancestors of **all** Americans came here from diverse locations. Many of their unrecorded stories represent history's missing pages.

- All generations need to pass on the knowledge they inherit from their families. This is extremely important; without it, how will children understand their roots, embrace their identity and learn how to relate to others?
- Most people, especially students, rely too heavily on electronic devices to do just about everything. Consequently, it's getting harder for them to become proficient in written communication, a skill they will need as they move on from high school to college or job interviews.

The following links provide detailed information on our program.

- Americans All Website: www.americansall.org
- Introductory Video: <https://youtu.be/I0pVbOcspcw>
- Program Overview for Americans All: <https://americansall.org/program-overview>
- Information PowerPoint: <https://americansall.org/information-powerpoint-file>
- Program Overview for the Social Legacy Network (optional): <https://americansall.org/join-social-legacy-network>
- Implementation Model for AOH: www.americansall.org/aohmember
- Legacy Café Podcast: <https://legacycafe.org/kids/>

Benefits of Storytelling to Students

Storytelling affords students both academic and personal benefits.

- Stories begin at birth, and *legacies* are built each time a personal, academic or professional milestone is achieved. Every student has important experiences and lessons learned to share with family, friends and future generations. Creating and publishing a [story](#) about themselves helps students develop skills in critical thinking, communicating, researching and, especially, writing—skills needed to help ensure their success in college and/or the workforce.
- By learning to use concise language and enhancing stories with photographs and other media, students can record important events and memories as well as share their pride in their ethnic and cultural identity.
- Publishing a legacy story on our Web-based [Heritage Honor Roll](#) ensures the significance of a lifetime will not be forgotten and enables students to have a permanent and an accessible social media presence that truly describes who they are.
- Storytelling can also be a wonderful intergenerational bonding experience that builds empathy, compassion and understanding.
- By helping others less skilled in the art of writing and the use of technology to incorporate images and recordings into their legacy stories, a student can earn [service-learning](#) credits.
- Helping others create and enhance a story also demonstrates to prospective employers and postsecondary institutions a student's character and appreciation for how volunteerism benefits a community.
- **Students helping seniors create their legacy story receive a free legacy story for themselves.**

Students joining Americans All get electronic access to our high-quality social studies [classroom resources](#) (a \$500+ value) to help them complete homework assignments and special projects.

Believing education is a lifelong process, we offer members a free 3-month subscription to our [Social Legacy Network](#) to receive even more benefits. After the trial period, the cost is \$4 per month. Included in the subscription is [CollegeSave](#), under which families receive 250 points each month (each point is worth \$1 in discounts) and can earn up to \$52,000 in college tuition discounts at more than 385 participating colleges in 45 states nationwide. These discount points can be used for children, grandchildren and extended family members. [In 2017, students submitted rewards points worth more than \\$80.1 million in tuition discounts at participating colleges.](#)

Benefits of Storytelling to Schools, Libraries and Historical Societies

Schools participate in Americans All for free because they reinforce our goals of creating and sharing legacy stories and supporting excellence in social studies instruction.

- Schools easily provide opportunities—in many subject areas—for students to create legacy stories, without changing established classroom lesson plans or instructional practices.
- Schools enable students to receive credit for volunteer activities that have an academic component. [Students do not have to join Americans All to earn service-learning credits.]
- Organizations receive a free story on their school that is published on our Heritage Honor Roll.
- Organizations host, on their free Americans All [Legacy Partner](#) home page(s), stories from our Heritage Honor Roll about their members, students, staff and associates.

When does \$49 buy more than \$680 (or even \$2,440)? When you or your family honors a loved one forever with a Heritage Honor Roll legacy story!

Newspaper Obituary



- Is usually not created or enjoyed by the honoree
- Is viewed for one-day in one-city
- Is published in a single language
- Does not link to audio or video recordings
- Cannot be updated
- May require an annual fee to prevent archiving

Cost for a 5-inch newspaper obituary (210 words), including a 2-inch color photo \$680

Cost for a 14-inch newspaper obituary (1,000 words), including a 2-inch color photo \$2,440

Our nonprofit foundation invests more than half of your one-time, tax-deductible program registration fee to support excellence in K-12 social studies instruction.

Americans All Program Benefits

Registrants can create and share a story to preserve the legacy of a person important to them.

Legacy Stories:

- Can be created and enjoyed by an honoree prior to his or her passing away
- Can be partially password protected
- Can be published in multiple languages
- Can include event, anniversary and memorial information
- Can include links to home movies and other recordings
- Can include links to Web pages, documents and other legacy stories
- Can be linked to social media
- Can be updated at any time
- Are housed forever on our Web-based Heritage Honor Roll
- Can be hosted on the home pages of Americans All Legacy Partners for more exposure
- Can be shortened and printed in an 8½" x 11" template

Member and their families also receive access to some education resources and are eligible to join our Social Legacy Network for even more benefits.

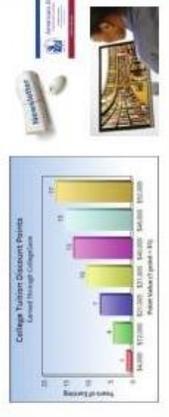
Americans All one-time, tax-deductible program registration fee: \$49

AOH members can receive more benefits.
Join the Americans All Social Legacy Network
after your free 3-month trial ends.

- Education is a lifelong process, so we offer Americans All members a subscription to our Social Legacy Network for just \$4 per month.* Subscribing members and their families can:
- Access our resource databases; new ethnic and cultural texts and songs; and new period-specific posters and photographs.
 - Use our teacher's guides to help students with their homework.
 - Use membership cards to gain available discounts from our program partners.
 - Become members of CollegeSave to earn up to \$52,000 in college tuition discounts.

During the free 3-month trial, members will have earned 1,750 points worth \$1,750 in college tuition discounts (each point is worth \$1 in discounts). These discounts can be used at more than 385 participating colleges in 45 states nationwide for children, grandchildren and extended family members. CollegeSave also delivers e-newsletters with money-saving tips, practical college savings advice, and a Personal College Savings Roadmap**. It also provides live tutors and other resources to help students learn. In 2017, students submitted rewards points worth more than \$80.1 million in tuition discounts at participating colleges. Even if the network subscription is not continued, the tuition discounts earned during the trial period are retained forever!

\$4 Monthly Upgrade for Social Legacy Network



www.americansall.org/page/join-social-legacy-network

*We will not bill you for a network subscription unless you authorize us to do so. Americans All's privacy policy ensures that your contact information will not be shared or published.

Americans All members and their families gain free access to our existing K-12 social studies classroom resources.

Americans All invests more than half of its membership revenue to support excellence in social studies education. Our resources—originally distributed by Houghton Mifflin Company and now valued at \$500—are being used in more than 2,000 schools and libraries nationwide.

Standard textbooks used to teach social studies are like encyclopedias in which facts follow facts and no sense of story exists. Students discover that things happened, but rarely is it clear why they happened or whether it mattered. Often the result is that young people tune out the past. We aim to accommodate students' different interests and learning styles and keep them engaged.

Moreover, through our resources, students learn more about the ethnic and cultural groups who have shaped—and continue to shape—their communities and our nation.

Our collection contains:

- Texts on historical population groups, immigration policy and major points of entry as well as a 412-page timeline with multiple perspectives on events that have shaped our nation's history.
- More than 300 period-specific photographs and 5 posters.
- A music CD with 22 original recordings of historic songs and a theme song emphasizing the importance of education to our nation's future.



www.americansall.org/americans-all-program-resources



AMERICANS ALL
invites you to

**HONOR YOUR HERITAGE
PRESERVE YOUR LEGACY**

*Tell us about your links to Ireland
Tell us about your love for America
Share your story with future generations*



*Record your story today
to be part of history tomorrow*

Visit

www.americansall.org/aohmember

to learn about:

- Irish Immigrants Who Helped Shape America
- Irish Americans' Contributions to Our Nation
- Irish Americans: Members of the AOH
- Irish Americans: Members of the LAOH (Proposed)

For more information, contact:

Allan Kullen, President • People of America Foundation
7723 Groton Road • Bethesda, MD 20877 • 301-520-8242
akullen@americansall.org • www.americansall.org



A one-time, tax-deductible discounted membership fee of only \$24.50 provides these benefits.
 Group (National-State-Division) and individual (members) legacy stories are published online and remain forever on our Americans All Heritage Honor Roll and our Legacy Partner home pages.

AOH Division 8 and LAOH Division 819 Fraternal Organization



Suffolk County, Long Island, New York AOH Chapter 8 was organized in January 1987 by AOH NY State Organizer Jack Reynolds. Charter Officers were President Bob McGroarty, Vice President Joe McCarthy, Secretary Bill Regan, Financial Secretary Ed Reynolds, Treasurer John Keane and Chaplain Father Sheridan. By November 1987, an enthusiastic group of ladies formed an Auxiliary with Nora Reynolds as President. Division 88 (January 1987). The men and ladies of the new Division then organized the largest Irish Feis (Festivals) in the Fraternal Organization.

Group story

The Division sponsored events to add funds to their Charities and in 1990 established a Pipe Band with Mike McCormack as Chairman. Mike sponsored a contest on the radio program to name the band and ladies member, Mary Stewart, won the design for the band logo and Andy Conroy of Minotola won with the name *Sior na hEireann* (Seed of Ireland). The band won numerous awards in parades and competitions, performing in...

as youngsters, at their L.I. Feis. The Division sponsored events to add funds to their Charities and in 1990 established a Pipe Band with Mike McCormack as Chairman. Mike sponsored a contest on the radio program to name the band and ladies member, Mary Stewart, won the design for the band logo and Andy Conroy of Minotola won with the name *Sior na hEireann* (Seed of Ireland). The band won numerous awards in parades and competitions, performing in...

[Read More...](#)



Thomas J. Clark

Kathleen Day Clark

Mike McCormack Author and Historian



Mike McCormack is a U.S. Army veteran and feature writer and former editor of the *Hibernian Digest*, former columnist for *Irish Echo* and occasional feature writer for *San Francisco Gael*, Florida Irish American, as well as St. Patrick's Monthly and Ireland's Eye magazines in Ireland. He helped organize a *Division of the Ancient Order of Hibernians (AOH)* in 1967 and served as its Secretary, Vice President, and President before the 1938 - 7) Author and Historian of Division Historian.

Individual story

He won the AOH National Award in three consecutive years. He was elected Suffolk County, Vice President and soon settled into the office of County Historian.

He was elected to the *AOH New York State Board* as Director for Long Island in 1982, and by 1984 was State Historian. He continued to succeed himself in all three offices. When in 1990, he was appointed to the National Board and was soon made National Historian, becoming only the second person ever to concurrently hold the same office at all four levels of the Order.

Seeking a forum for Ireland's musical heritage, he began hosting Echoes of Ireland, a weekly radio program over WJLM in Patchogue in 1983; the following year WJLM was rated number one in the County in that time slot; he was also...

[Read More...](#)



Irish Americans' Contributions to Our Nation



As each generation moves into the future, we don't possess the stories of our past, we must seek them—or what can we give our children to define who they truly are? If we only bring trivial legends, tales and media impressions of our heritage created by others, instead of our own heritage, we are doing a disservice to other those who come after us. And with nothing for them to pass on to their heirs, those stories that were left to us will be...

America has been a mecca for Irish immigrants since the 1800s. They and their sons participated in significant battles in the American Revolutionary War, the Civil War, and the World Wars. The Irish American community has made significant contributions to the nation's history and culture. The Legacy Partner home page is the foundational...

Legacy Partner home page

Legacy Partner home page

First Name:

Last Name:

Address:

City:

State:

Zip:

Phone:

Country:

Alamo, The (Ancient Order of Hibernians) (February 23, 1836 - March 6, 1836) Historic Military Garrison (node:064843) The Irish National Flag stands in a place of honor inside The Alamo in recognition of the largest ethnic group to defend that room of independence. Renowned author, James McInerney, once said "The Irish gave Texas it's basic character. If Texas character is one of determination..." [Read More...](#)

Aniaticum, Battle of (Ancient Order of Hibernians) (September 17, 1862 - September 22, 1862) Revolutionary War Battle (node:064870) The bloodiest day in American history took place during the Civil War and the Irish had a major part in the Union victory that day. It took place at... [Read More...](#)

Stephen Foster (Ancient Order of Hibernians) (July 4, 1826 - January 13, 1864) American Songwriter (node:064866) America's Troubadour of Song was an Irish American born on the fourth of July if you said George M. Cohen, you'd be mistaken, for the title America's Troubadour of Song is reserved for another Irish-American. [Read More...](#)

You can also create an 8 1/2" x 11" printed version of your legacy story that can include up to 500 words, with a maximum of 6 paragraphs and 2 member logos; become part of the Division's library of activities; be included in history exhibits and journal articles; and be honored at all organization events and personal gatherings.

www.americansall.org/node/564962

Your online legacy story can be 2,000 words, of which 1,000 can be password protected, and include up to 5 logos. Also, it can be published in multiple languages at no added cost; enhanced with photos, home movies and other media; updated at any time, with revisions saved; read in social media and other web pages; and shared via our secure e-mail tool.

www.americansall.org/node/564897

Legacy Partners participate for free because they afford legacy stories more exposure on their Americans All home pages.*

Make a Difference. Get Involved TODAY!

Helping to preserve the history of our nation's diverse people is a noble and important task. The Americans All Heritage Honor Roll is a national project that allows you to share your story and help others learn about our rich heritage.

JOIN NOW

For more information, visit www.americansall.org

National Office
 PO Box 839
 West Caldwell, New Jersey
 07077
 (973) 692-7914
 Fax: (973) 692-7914
 Organization ID Number:
 364807
www.aoh.com

www.americansall.org/node/564857

*A Legacy Partner home page can contain up to 300 words, a photograph or an image, and contact information. Legacy Partners are schools, families, parishes and local, regional and/or national organizations that support Americans All's mission to preserve legacies and promote excellence in social media. Legacy Partner home pages are featured on the Americans All website, and individuals and groups can post their legacy story on as many partner home pages as they desire.



Personalized Home Page for Legacy Partners

Your image or logo here

Legacy Partners are schools, families, groups and businesses whose missions reinforce our goals of creating and sharing legacy stories and supporting excellence in social studies instruction. They participate in our program for free because they:

- Create branded home pages on our Web site in multiple languages, to share information about themselves and teams, groups and locations;
- Host on their home pages, Heritage Honor Roll legacy stories to provide further exposure for these stories;
- Receive a free membership Gift Coupon Code for every \$49 membership they purchase; and
- Are provided a Promo Code so students, staff, members, and clients can join Americans All at a discounted rate without any administrative costs being incurred.

Legacy Stories from the Americans All Heritage Honor Roll

Our school, family, group or business is pleased to host and share these legacy stories created by our students, staff members and clients.

Search by: and
Language State

and or
Last Name of Individual First Name of Individual Group name

Maxime "Max" Chalmin [Chalmin Family] *(October 7, 1909 - April 30, 1977)* Executive Chef /node/548408

My father, Maxime Chalmin, was born in Coulandon, France, in October 1909. In his late teens and beyond, and after a series of "apprenticeship" assignments as was the professional development protocol in those days, he came to the United States as a cook at the Belgian Pavilion at the 1939 New York World's Fair.

[Read more](#)

Maxime "Max" Chalmin [Chalmin Family] *(October 7, 1909 - April 30, 1977)* Chef de Cuisine /node/434148

Mon père Maxime Chalmin, est né à Coulandon, un petit village au Centre de la France, en Octobre, 1909. Après sa scolarité et plusieurs filaments comme apprenti (comme cela se faisait à l'époque) il se dirige vers le métier de la restauration et il arrive aux Etats Unis en 1939 comme cuisinier au pavillon Belge de l'Exposition Internationale.

[Read more](#)

Constantine "Connie" Foltis [Constantine Foltis Memorial Foundation] *(December 1, 1929 - June 16, 2011)* Naval Architect /node/434039

Constantine "Connie" Foltis was born in New York City on December 1, 1929, and died at Bailey Family Center for Caring of Community Hospice in St. Augustine, Florida, on June 16, 2011. Those who knew him at the center would never forget his generosity, talent, laughter, friendship, love, and compassion.

[Read more](#)

Constantine "Connie" Foltis [Constantine Foltis Memorial Foundation] *(December 1, 1929 - June 16, 2011)* Ναυπηγός /node/548538

Ο Κωνσταντίνος (επίσης γνωστός ως Κόνι) Φόλτης γεννήθηκε τον Δεκέμβριο του 1929, και απεβίωσε στο Οικογενειακό Κέντρο Φροντίδας Bailey για Κληρονομική Ανοσοανεπάρκεια στην πόλη του Αγίου Αουγουστίνου της Φλόριντα στις 6 Ιουνίου 2011. Όσοι τον γνώρισαν ποτέ την του γενναιοδωρία του, το ταλέντο του, το γέλιο του, τη φιλία του, την αγάπη του, και την ευσπλαχνία του.

Stories can be published in any character set

Maxime "Max" Chalmin *Executive Chef*



Maxime "Max" Chalmin (October 7, 1909 – April 30, 1977) Executive Chef

My father, Maxime Chalmin, was born in [Coulandon](#), France, in October 1909. In his late teens and beyond, and after a series of "apprenticeship" assignments as was the professional development protocol in those days, he came to the United States as a cook at the [Belgian Pavilion](#) at the 1939 New York World's Fair. Once completed, he returned to France but vowed to return to the United States to start a new life. After the war which he spent in Vichy, France with his new wife Marcelle and newborn son, he left France behind to pursue his dream. In 1948, he landed (again) in New York harbor with his wife and a 4 year old son to begin this saga. It was to be the fulfillment of a lifelong dream and the beginning of another.

As a young man, raised by a widowed mother in central France, he was always restless as he pursued his passion of being a chef. In France at the time, "apprenticeships" involved working and studying under leading chefs and travelling to other countries to learn new

cuisines and cooking methods - which he did. He loved and learned in these "apprentice stages" In Paris, the Cote d'Azur, Cuba, America and Morocco (where he almost left his new family were it not for a last minute visa to the US)!

[Read More . . .](#)

Pour afficher cette histoire en français, [cliquez ici](#).



Montage has been cropped

Maxime “Max” Chalmin *Chef de Cuisine*



Maxime “Max” Chalmin (October 7, 1909 – April 30, 1977) Chef de Cuisine

Mon père Maxime Chalmin, est né à **Coulandon**, un petit village au Centre de la France, en Octobre, 1909. Après sa scolarité et plusieurs filaments comme apprenti (comme cela se faisait à l'époque) il se dirige vers le métier de la restauration et il arrive aux Etats Unis en 1939 comme cuisinier au pavillon Belge de **[l'Exposition Internationale à N.Y.](#)** Il est revenue ensuite en France, mais avec l'espoir de revenir ensuite en Amérique pour y démarrer une nouvelle vie. Après la guerre, qu'il passe à Vichy avec sa femme Marcelle et son jeune fils, il a quitté la France en 1948 pour enfin réaliser son rêve. En 1948 donc, il est revenu à New York avec sa femme et son fils de 4 ans, c'était l'aboutissement de son rêve et le commencement de sa vraie vie. Etant jeune homme, élevé par sa mère, veuve, il a toujours eu le désir de devenir «chef cuisinier».

En France, en ce temps-là, l'apprentissage consistait à travailler pour apprendre de nouvelles méthodes de cuisine sous l'autorité de grands « chefs ». C'est ce qu'il a fait: il aimait apprendre durant ces stages à Paris, sur la Côte D'Azur, à Cuba, et au Maroc. Un visa de dernière minute pour les USA lui a été octroyé.

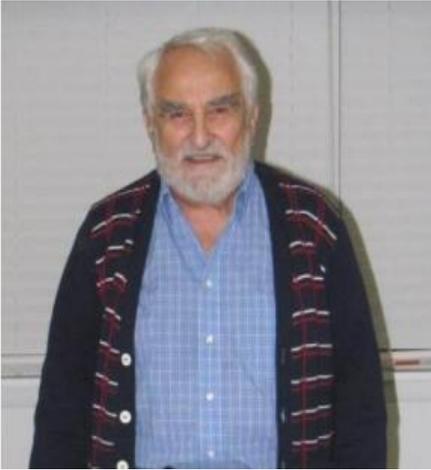
[Read more . . .](#)

To view this story in English, [click here](#).



Montage has been cropped

Constantine "Connie" Foltis *Ναυπηγός*



Constantine "Connie" Foltis (December 1, 1929 - June 16, 2011) *Ναυπηγός*

Ο Κωνσταντίνος (επίσης γνωστός ως Κόνι) Φόλτης γεννήθηκε στη Νέα Υόρκη την 1η Δεκεμβρίου 1929, και απεβίωσε στο Οικογενειακό Κέντρο Φροντίδας Bailey για Κοινωνική Φροντίδα Τέλος Ζωής στην πόλη του Αγίου Αυγουστίνου της Φλόριντα στις 6 Ιουνίου 2011. Όσοι τον γνώριζαν σ' αγαπούσαν για τον χαρακτήρα του, το ταλέντο του να κερδίζει τους ανθρώπους που θα ευσπλαχνία του, και την ικανότητά του να συναντήσει ποτέ κανείς. Το πνεύμα του ζει μέσα από τις ζωές που άγγιξε και μέσω του Ιδρύματος Κωνσταντίνου Φόλτη που ονομάστηκε εις μνήμη και προς τιμήν του. Η διαθήκη του ανέθεσε στην οικογένειά του να θάψουν την τέφρα του στη θάλασσα.

Stories can be published
in any character set

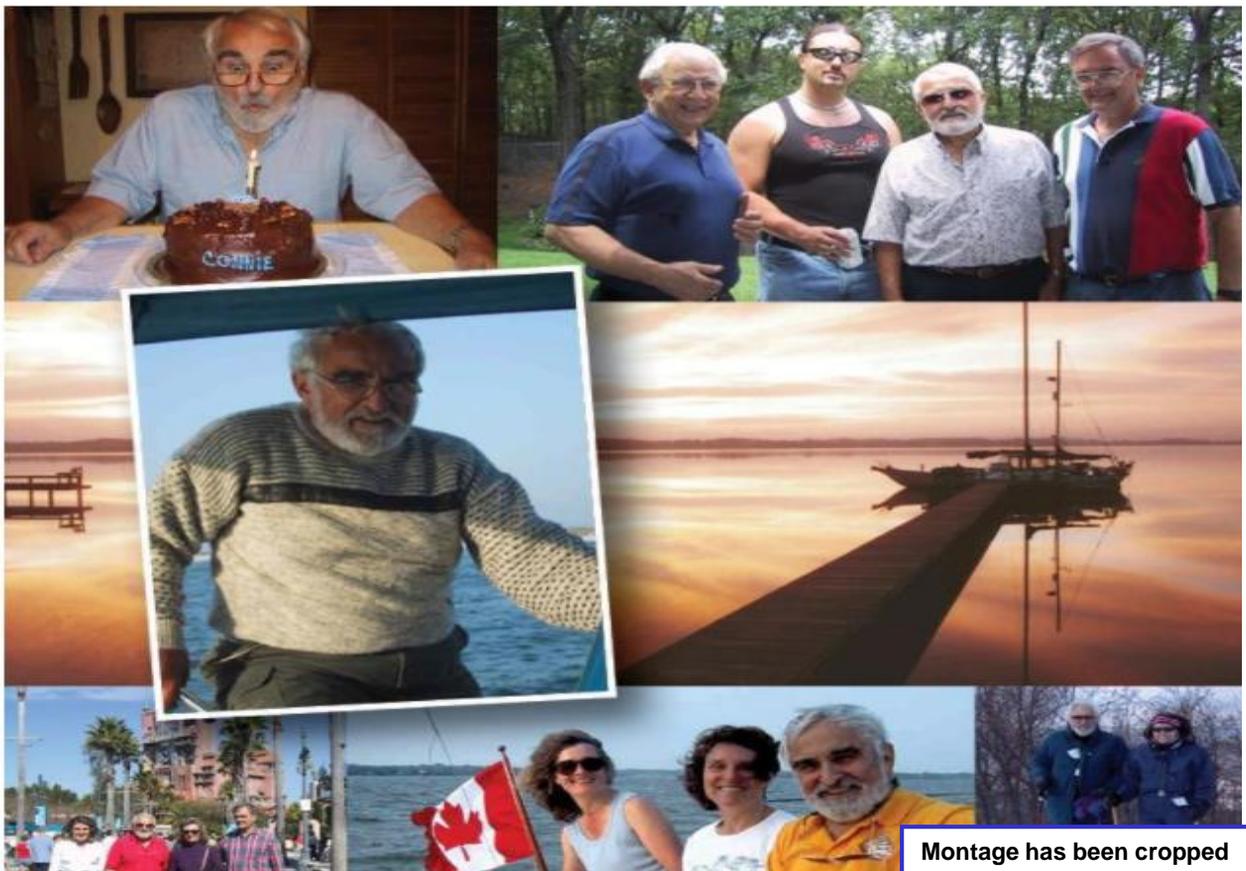
Ο πατέρας και η μητέρα του Κόνι μετανάστευσαν στις Ηνωμένες Πολιτείες από τη Ρωσία και τη Σκωτία, αντίστοιχα. Ο πατέρας του Κόνι μεγάλωσε σε μια ελληνική κοινότητα της Ρωσίας και έπλευσε σε όλο τον κόσμο μέχρι που έφθασε στη Νέα Υόρκη, όπου ξεκίνησε στον

τομέα του φαγητού σπρώχνοντας ένα καροτσάκι με ντόνατς. Έχτισε γρήγορα μια αλυσίδα 33 εστιατορίων φημισμένα στη Νέα Υόρκη. Ο ελληνικός πολιτισμός κυριαρχούσε την οικογένεια και την επιχείρηση.

Ο Κόνι μεγάλωσε στο Φλάσινγκ της Νέας Υόρκης μαζί με της δύο μεγαλύτερες αδελφές του που ονομάζονταν Χέλεν και Τζίνι. Η εκτεταμένη οικογένεια του Κόνι παραθέριζαν κάθε χρόνο στο εξοχικό

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Published Online Version

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. Alan had met Ester while on an archeological 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 job, 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 (Steffens) 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 1960. 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 by 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.

Allan S. Kullen (February 20, 1942 -) Businessman and Social Entrepreneur

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 NBBS, 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 NBBS ship to gain passage back to the United States and, after returning home from this eye-opening experience, chose to enter the workforce rather than resume his schooling at Berkeley.

He began his career as marketing director for his father's firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, initially assisting with its acquisitions program and subsequently finding a more challenging niche in its publishing division. He was responsible for the development and production of the 10-volume International Library of Afro-American History and, later, the revision of The New American Encyclopedia, which was done in partnership with Mondadori Publishing in Italy.

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 married to the former Diane 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 debt. Todd Allan had \$16 million in annual sales and 127 employees. In 1981, he obtained a patent of art from commercial printing plates. In 1982, with the collaboration of 15 local and national large corporations of expert technical advice for print buyers.

Allan also owned educational properties as sidelines to make up for periods of slow commercial publishing. He owned a publishing company in the early 1980s by buying a program called The First Experience, which featured photographs and texts on the contributions that immigrants made to the nation's development when they came through Ellis Island. At the same time, he was printing for the Coordinating Committee for Elin Island, a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-developer of its signature resource program, Americans All.

The program consisted of printed texts and recordings, period-specific posters and photographs, and simulations 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 story was excerpted and edited from an interview by Gordon Bernhardt, author of *Profile In Success* (Volume 6): Inspiration from Executive Leaders in the Washington D.C. Area.]

To view the legacy story about Albert "Chew" Kullen, [click here](#).

To view the stories in the Kullen (Kulchny) Family Circle and Histories, [click here](#).



www.americansall.org/node/553341

Printed Version



A Champion for Social History

Allan Kullen
Businessman and Social Entrepreneur
February 20, 1942 -

Allan Kullen was born on February 20, 1942, in Washington, DC, and grew up in the area. His father had success in the printing industry, so Allan chose to attend the Carnegie Institute of Technology in Pittsburgh, PA, after graduating from high school in 1959. He graduated from its School of Printing Management in 1963.

To gain more business training, Allan then entered an MBA program at the University of California, Berkeley. During his first year, he met representatives of NBBS, a Dutch travel organization that organized student trips to Europe, and began 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. Allan subsequently decided to enter the workforce rather than resume his schooling at Berkeley.

He began his career as marketing director for his father's printing firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, first assisting with its acquisitions program and later joining its publishing division. When Pubco began to fail, Allan realized he needed to build a future where he could better control his own destiny, especially since he was now married to the former Diane Klein and they had two children, Allison and Todd. In 1974, he acquired the assets of a struggling printing company 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, at its peak achieving \$16 million in annual sales and employing 127.

While working at Pubco, he observed that some of its large printing vendors also owned commercial educational properties, and he brought that manufacturing strategy to Todd Allan. He set up his own publishing company in the early 1980s by buying a program called *The First Experience*, which featured photographs and texts on the contributions that immigrants entering through Ellis Island made to our nation's development. At the same time, he was printing for the Coordinating Committee for Ellis Island, a similarly focused nonprofit group.

Drawing inspiration from his extensive travels and reinforcing his interest in history, Allan then founded and became president of the People of America Foundation and became co-developer of its social studies resources program, Americans All. The program includes printed texts and recordings, period-specific posters and photographs, and simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer Dr. Gail C. Christopher. More recent program components support excellence in social studies instruction by increasing access to high-quality resources for classrooms and professional development opportunities for teachers.



Make a Difference, Get Involved TODAY!

Register for Americans All to create and permanently share a legacy story—[CLICK HERE](#)

Upgrade your membership in our Americans All program to include our Social Legacy Network so you and your family can receive additional benefits—electronic access to K-12 social studies resources, a membership in CollegeSave, e-newsletters and a membership card for discounts from our program partners—[CLICK HERE](#)

Create a User Account for Americans All to become a point of contact, so your family, business or organization can become a Legacy Partner for free—[CLICK HERE](#)

Create a User Account for Americans All to become a point of contact, so your school can access instructional resources for free—[CLICK HERE](#)

See a one-page graphic overview of our initiative—[CLICK HERE](#)

As part of their one-time \$49 registration fee (or by using a Legacy Partner Promo Code), Americans All members can also create a shorten version of their online legacy story (up to 500 words), and print it in an 8½" x 11" format.

The story, which can also be created and printed in multiple languages, can include a portrait or an image and up to two member logos. It can also be updated at any time, at no cost, and all revisions are permanently stored and easily accessed.

Americans All Social Studies Materials

Standard textbooks used to teach social studies are like encyclopedias in which facts follow facts and no sense of drama or story exists. Students discover that things happened, but rarely is it clear why they happened or whether it mattered. Often the result is that young people tune out the past. We aim to accommodate students' different interests and learning styles and keep them engaged.



In This Section

- Texts
- Photographs
- Music CD
- Posters

Music of America's Peoples

Our CD contains 22 original recordings of historic songs representing diverse ethnic and cultural groups.

The **teacher's guide** contains background information and the recordings' scores and lyrics.

