



STAR ALLIANCE™

• Promoting Ethics for Social Sustainability • Since 1985 •

STRATEGIC PURPOSE • VISION • VALUES • GOALS • PLANS

Popularizing Civic Peace Ethics for All

Everyone is Invited to Learn, Commit to, & Practice *Our Highest Civic Ideals*

- **PURPOSE • STAR ALLIANCE** invites everyone to be safer, healthier, & *happier* in a better social environment — by learning, practicing, & sharing the whole of *Our Highest Civic Ideals™*. These are goals, principles, & techniques of healthy, mutually-respectful, sustainable relationships at every level of society, and they are characterized by good will, integrity; responsible, creative freedoms, & genuine peace & love. Through *Cooperative Universal Education & Inspiration* for these values, individuals & institutions everywhere can commit & practice greater *foundational ethical alignment* — better to build, heal, & sustain excellent relationships, communities & societies; reduce social dangers, costs, & waste; & preserve & enhance our shared environments for the benefit of all.
- **STAR CITIZENS**
Star Citizens™ earn & keep this bright social identity by doing our best to learn, commit to, & practice daily, in appropriate balance & proportion — all the STAR ALLIANCE *Highest Civic Ideals*. Each institutional member commits best efforts to promote, practice, & engage cooperative *ethics education & inspiration* for these declared ideals, so that everyone will have equal opportunity to learn & practice them.
- **Summary of Our Highest Civic Ideals**
Empowering everyone to Meet Basic Needs, including deep rest & deep *Conscious Rest* for Clear, Intelligent Awareness • Dedication to Truth • *Minding Priorities* • Keeping Agreements • Holistic Self-and-Mutual *Good Will, Respect, & Integrity* • Equal Opportunity • Fairness • Accountability • Health — (including Healthy Caution & Trust) • The Golden Rule • *Communication, Cooperation, & Celebration* • Unity of Understanding • Good Goals & Benefits • Appreciation & Gratitude • Upholding Justice & the Fair Rule of Law • proper respect of Boundaries & the Boundless; Time & the Timeless • Appropriate Humor, Kindness, & Reciprocity • Prompt Conflict Resolution & Transformation • Vital prevention & make-up values: Humility, Patience, Compassion, Apology, & Forgiveness • In sum: *Cherishing values for genuine, holistic, sustainable Peace, Love, & Happiness!*

- **STAR ALLIANCE Purpose • Vision • Values • Plans • Continued. (2)**
- ***Our Vision in Brief***
- Through intelligent, cooperative education & public promotions — with committed allies in every area of social infrastructure — we effectively declare, explicate, celebrate, & promote our *Highest Civic Ideals*. By Year 2030, the ideals are available to virtually everyone worldwide, creating wonderful collective benefits.
- ***Elaboration***
- ***By learning, committing, & practicing*** all the declared *Primary Peace Principles* & their correlates — with attention to good priorities, balance, proportion, & flexibility — diverse *Star Citizens* everywhere can achieve greater social unity, peace, & progress together. They can enjoy mutual respect & appreciation with, responsible, properly-limited, nonviolent & *sustainable freedoms* within healthy, kind, & lasting relationships & societies. Every shift in this direction will empower precious savings of resources & irreplaceable time benefitting the entire social atmosphere & environment. A superb & lasting social *investment!*
- ***Star Citizens take daily opportunities*** for skillful self-care, including effortless sittings of deep conscious rest. (A recommended resource is www.tm.org.) We transcend the surface world to enjoy the harmonizing power of being alone while still “together,” in profound, relaxing, refreshing, energizing *silence*.
- ***Star Citizens remain wisely respectful of Murphy’s Law.*** We endeavor to stay intelligently cautious & avoid, or promptly overcome dangers, mistakes, & mishaps of all kinds. • We stay duly mindful & defensive, & respond *nonviolently* (save in extreme & immediate circumstances; then only as a last resort.) We employ courage, vigilance, & straightforward, honest communications, creativity, & respect of law & good (“fitting”) values. • We take doable steps to relieve & eliminate *root causes* & effects of cherished hate & ill will, frustration, desperation, ignorance, poverty, lies, evasion, exaggeration, & other forms of deceit, theft, improper influence of ego, greed, & selfishness; in sum: “*exceeding proper limits*” (*evil*).
[Note: This simple definition of evil is derived from its root words: upo...ubilaz. American Heritage Dict., 1969-70 ed.]
- ***We work together & in our own ways, wherever we are:*** toward best possible outcomes for all — especially those persons & groups committed to holistic peace ideals, & for innocents of all ages. We aim to exemplify *unity-in-diversity* in our listening, speech, & action for healthy, peaceful, creative, successful, sustainable, loving, & happy relationships.

- **STAR ALLIANCE Purpose • Vision • Values • Plans • Continued. (3)**



- **Strategic Overview in Eight Points**

- **1) STAR ALLIANCE RECOGNIZES** that social vision, values, & *identities* all guide & inspire — at every level of society — patterns of communication, understanding, & behavior. We see clearly that *saving the global environment depends on social unity & integrity!* This demands that people accommodate, harmonize, appreciate, & *enjoy* their diversities rather than suffer from them.
- **2) The human hand illustrates** the profound relationship of freedom and responsibility for sustainability. Its diverse, “free” fingers remain faithfully tied to their responsibilities to the whole: *the very whole that sustains their freedoms!* Just so: social responsibility & unity must support creative freedoms for all. *Our Highest Civic Ideals* provide relevant guidance to achieve this balanced arrangement throughout society — yet with sufficient *flexibility* to accommodate diverse, positive, innovative pursuits.
- **3) We assert that our declared values, principles, & ethics are natural laws** for healthy, sustainable relationships at every level of society. As such, they have potential for ready acceptance & sharing by diverse individuals, peoples, & institutions. When necessary, and with proper resourcing (both are to be expected): Facilitation for prompt, successful *conflict resolution & transformation*, according to these principles, can be provided, reducing enormous strife & waste.
- **4) By sharing Star Civic Values with everyone** — and by inviting everyone to do their part as **Star Citizens**: The entire global population will benefit. Adopting, educating, & rehabilitating for *Our Highest Civic Ideals* will stimulate a vital shift toward lasting social safety and progress. As a practical matter, we also recommend a scientifically-proven, daily meditation technique for literally *transcending* surface differences on a very grounded, experiential level. This can have a gentle, yet hugely healing, facilitating, and accelerating effect on conflict resolution and social transformation.
- **5) STAR ALLIANCE will cooperate** with diverse institutions & individuals to endorse and promote *Our Highest Civic Ideals* in effective ways — along with an element, where appropriate, of *fun!* Together with government, education, & other institutions in commerce, science, the arts, & media: We will research, create, refine, enhance, & promote fine educational materials for schools & the broadest possible public, establishing a powerful, benevolent *Brand for Peace* while encouraging harmonious, productive, *Star Citizenships*™ everywhere.

- **STAR ALLIANCE Purpose • Vision • Values • Plans • Continued. (4)**

- **6) THE STAR ALLIANCE ACADEMY™ PROGRAM** will establish cooperative programs & facilities to “*train trainers*” — schoolteachers & aspiring students; civil servants, first responders, business leaders, academics, & others qualified in their fields. Together we will equip professionals with effective training tools to share, invite, & assist all *Universal Citizens* to become *Star Citizens*™. These tools will include our Pledge & Declaration series, the STAR ALLIANCE logo & lapel pins (used in conjunction with the human hand), the CCRTT™ (Creative Conflict Resolution & Transformation Technique™), and an introduction to the *Transcendental Meditation* technique.

- **7) STAR ALLIANCE MEDIA NETWORK™** • In alliance for best practices of organization, technology, production, & distribution: STAR ALLIANCE will cooperate with government agencies, businesses, artists, media producers, networks & local media outlets to promote top-quality inspiring programs, & services. Through branding affiliations, we will create a STAR CITIZENS™ *Cooperation & Media Network* of important & entertaining educational content & distribution capacity to encourage harmonizing social identities everywhere. • And we will *employ* our skills & values to help resolve & transform active, persistent, & potential conflicts, *saving society enormous resources*.

- **8) EVERYBODY’S GLOBAL VICTORY CAMPAIGN FOR WORLD PEACE™**
By target Year 2030 & ongoing: We will invite *Everyone on Earth* to learn (or refresh), commit, & sign their names to the whole of our *Highest Civic Ideals*; fully to embrace these sterling values & practice them daily to their best abilities. Through this historic, collective commitment, *Star Citizens* will contribute to practical, positive sustainability for the whole of society & the natural environment. Together we will contribute to the safety, integrity, health, & happiness of our communities from locality to globe & beyond. We will share a positive common identity while pursuing multiple affiliated programs & activities. We will generate & promote meaningful messages of hope, ethical guidance, enlightened self-interest, harmonious action, & joy. What more *comprehensive, catalytic, & lasting social investment* could there be than this?



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STAR ALLIANCE™

Campaign Global Good Will™ 2030

More Specific Projects, Steps, & Goals

**To Share Our Highest Civic Ideals effectively with
The Citizens of Earth by 2030 & Ongoing, STAR ALLIANCE will:**

- Register our global STAR ALLIANCE intellectual property — trademarks & copyright materials — for cooperative educational, governmental, business, & artistic marketing & promotions with Music, Art, Film, TV, Travel, Photography, Drama, Dance, Sports, Cartoons, Games, Concerts, Telethons, & of course, Digital Advertising
- Preserve & share our vital history of conceptual evolution, endurance, & achievement
- Develop our website & membership management • Develop youth involvement & leadership
- Ally with national & global leaders, government agencies, business & educational institutions, & nonprofit organizations to promote *Our Highest Civic Ideals* & their positive programs.
- Develop through affiliation: A *Star Alliance Cooperation & Media Network™* — local-to-global, seasonal & ongoing Electronic Town Meetings, a *Global Switchboard™* program for interconnection & co-branding, & a major Web Portal for entities endorsing *Our Highest Civic Ideals*. • Refresh our historical T.V. & Radio shows to become modern podcasts, etc.
- Partner with *The United Nations* Secretariat & the U.N. country missions, UNESCO, UNICEF, regional & national educational ministries & departments; NGO's; corporate boards & commercial entities, local school districts; research & training institutions & networks, & individual schools, agencies, teachers, libraries, museums, etc..
- Engage effective global public marketing: promoting the Declaration & Pledge Sets, *Creative Conflict Resolution & Transformation Technique™ (CCRTT™)*, other educational programs & materials for genuine peace & love, & our distinctive *Star-Citizen* lapel pins
- Develop *The Vocabulary of Peace™* curriculum & materials for Education, Business, Government, & the Public. Develop & promote books & public service announcements, artistic illustrations, & animations. • Anticipated topics, titles, & a musical series: *The Alphabet for Peace™*, *The Vocabulary of Peace™*, *Wisdom in the Palm of Your Hand™*, *Civic Magic for the Masses™*, *Diamonds & Spinach™* & *Why You Matter™*
- *Participate in public panels, conferences, speakers bureaus, etc.*
- Continue & renew *Star of Peace™* awards & Certificates of Appreciation.

...More Specific Projects, Steps, & Goals:

- Write & speak re overcoming *Economic Discrimination Before the Law* & developing a *Universal Right to Civil Counsel*. • Promote more effective democracy everywhere.
- Develop cooperative fundraising programs to *Float Peace™*. Establish the *STAR ALLIANCE Protection, Planning, Preservation, & Promotions Fund & People's Lasting Good Will Fund™* — endowment/s for ongoing *Universal Civic Peace Values Education*.
- Continue developing & affiliating: *STAR ALLIANCE Global Good Will Tours™*, travel & hospitality services, & *'Round the World Flights for Peace™*. As feasible: Affiliate with NASA, quality ground, air, & space tour companies, hotels, cities, parks, monuments & destinations.
- Develop cooperative *STAR ALLIANCE ACADEMY™* & *STAR CITIZENS ACADEMY™* programs & facilities to train school teachers, civil servants, first responders, business & social leaders, & the public in our *Highest Civic Ideals* & related life & teaching skills. Develop relationships with U.C. Berkeley, Stanford University, & other potential Allied Organizations for this purpose. Possible locations* and affiliated institutions* for Academy programs & related facilities include *Fort Winfield Scott* at the Presidio of San Francisco; U.C. Berkeley's Clark Kerr Campus & "Old Gym;" UC's Dwight Way Hill property & the waterfront Global Campus facility at Richmond; the historic Mills College campus; and historic federal housing stock at Point Molate.*
- Develop *THE RING OF ALL NATIONS™* & *ALL PEOPLES' PEACE RING™* program, starting in the San Francisco Bay Area. The Rings will be large, round, multipurpose floating theater venues with expo-tourist & museum spaces, educational & monument / display facilities for *Civic Peace Values* worldwide. They will accommodate diverse entertainment, sports, & teaching activities, promotion, administration, community service & celebration. & under-used portions of the Berkeley Marina & Civic Center Post Office. (Interconnect thematically and electronically.) Angel Island State Park;

Budget & Sustainability Notes: STAR ALLIANCE believes that by working with multiple organizations, allied toward our *Highest Civic Ideals*, continuing & accelerated progress toward these ambitious goals can be achieved. Our programs will save tremendous public & private resources severely needed to empower basic needs for all, resolve conflicts, arrest *Climate Change*, & prevent Nuclear & Cyber Wars that could paralyze or destroy our planet.

It is critical that universal education for *Civic Peace Values* be established ASAP & maintained generation after generation. An endowed *STAR ALLIANCE Protection, Preservation, Planning, & Promotions Fund* will generate reliable annual operations income. Seed funds now can be as little as \$.5M to \$5M/ year, to make a good start on global operations in alliance with partner businesses, governments, & NGO's. A \$1B endowment will be more realistic longer term, bearing in mind that corporate naming rights have been licensed for up to \$20 Million per year for a single venue! (Please reference CNN 2009-4-13: *Citigroup Mets Stadium, New York.*)

Given multiple urgent challenges converging on the U.S.A. & the world, donors need to be strategic: *Where do we most efficiently & effectively invest charitable funds, to benefit the most number of people the most?* Positive values, once instilled, influence essentially *all* behaviors. Therefore, investment in *STAR ALLIANCE Civic Peace Values* is your wisest choice.

For inquiries related to potential support: Please contact directly by text or telephone:

Peter Bruce DuMont, Founding President • Mobile: 510-220-7464

President@STARALLIANCE.org (Please note: This address is not for newsletters & advertising.)

* Mention of the specific potential partnerships & development sites above does not indicate official engagement or endorsements to date.



STAR ALLIANCE™

EVERYONE IS INVITED TO BE A STAR CITIZEN™
By Learning & Practicing All Our Highest Civic Ideals
• Since 1985 •

ORIGINAL “SPECIFIC PURPOSE” OF STAR ALLIANCE

Following is the original, historic “Specific Purpose” statement we filed with the United States Internal Revenue Service (IRS) shortly after incorporating (1985-8-8) in the course of qualifying for tax exempt status: first by the name Stars for Peace International. In early 1986 we invented the unique, fanciful trademark name STAR ALLIANCE and formally filed it with the California Secretary of State, reflecting our realization that it would be necessary to work with a variety of diverse, established institutions to achieve our ambitious goals for the ultimate benefit of all.

The specific purpose of this corporation is to accelerate the global achievement of World Peace; to create harmony, reduce tensions, and foster unity among individuals and nations, emphasizing exchange of music, art, and harmony-producing entertainment among other charitable means to achieve these goals; to educate the public in the United States and worldwide through public appearances, concerts, and other public events; lectures, seminars, conventions and retreats, news articles, mailings, and especially radio and television broadcasting; to a greater understanding and appreciation among the peoples and nations of the world; to support other educational, charitable, and cultural institutions, qualifying to receive such support from [STAR ALLIANCE] Stars for Peace International under the appropriate section(s) of the Internal Revenue Service Code, and who are judged and proven most effective to assist in achieving these goals for World Peace. Finally, [STAR ALLIANCE] Stars for Peace International will provide continuing education in a nonpartisan way to world leadership, directly and through public education, regarding universal and specific proven educational methods for achieving peace in various aspects and at different levels of society: individual, community, national, and global.