



STAR ALLIANCE

Good Will Wisdom Values for All

INVITING EVERYONE TO BECOME A STAR CITIZEN™

• According to All Our Highest Civic Ethics & Ideals • Since 1985 •

✨ **Peter Bruce DuMont** ✨ **Founding Philosopher** ✨

✨ **Creative Conceptual Achievements Since 1985** ✨

★STAR CITIZENS™ DECLARATION & PLEDGE SERIES FOR OUR HIGHEST CIVIC IDEALS™

These layered documents identify positive moral principles for social sustainability & happiness in cross-cultural form. Offered as instruments of education, guidance, & commitment to individuals, institutions, & populations from localities to globe.

★THE STAR ALLIANCE NAME: developed in 1986, is a marketing pun on *stars* of inspiration & guidance, *points of value*; satellite stars, VIP/celebrity-stars, & more recently: *Star Citizens*™ everywhere — committed to practicing all the *Highest Civic Ideals*.

★THE ARC OF RAINBOW STARS™ LOGO: developed in teamwork, including the late Phil Hill, corresponds meaningfully with the open human hand. Together, the fingers illustrate how responsible individuality, diversity, & freedom function inter-dependently, with 100% reliable good will & harmony united by their vital support system.

★THE STAR ALLIANCE SHOW™. Co-host for a weekly series of TV & radio interviews on *Quality-of-Life Media*™ themes: 1987-1990, SF; & periodic TV host: 1997-2003 in Berkeley.

★THE STAR OF PEACE™ AWARD: celebrates lifetime positive contributions to society. STAR ALLIANCE Certificates of Appreciation recognize specific good works by STAR CITIZENS™.

★THE VOCABULARY OF PEACE™ is an approach to *Civic Peace Values*™ Education that integrates easily into English language curricula. Features some 20 key words, with insights from their derivations, quickly building a positive attitude and world view.

★THE STAR ALLIANCE FRIENDSHIP HANDSHAKE™ is a powerful, positive, inspiring, fun, & bonding educational affirmation. With proper explanation, it conveys deep meaning & encourages cooperation & harmony for all ages.

★THE RING OF ALL NATIONS™: Vision for interconnected, multipurpose public destination facilities worldwide. *Ring of Peace*™ structures will host democratic assemblies, celebrations, educational displays, museums, classrooms, retreats, & friendly competitions in sports, entertainment, & the arts.

★STAR ALLIANCE ACADEMY™ (SAA): Retreat & training programs & facilities are envisioned for civil servants, educators, first responders, military professionals & veterans; leaders in business & other professions, students, & the general public. SAA will teach skills & understanding to promote *Our Highest Civic Ideals* & include training in the most researched & verified meditation technique for stress-reduction, human development, good health, & a safer, happier society.

Professional contact information for Peter Bruce DuMont:

www.STARALLIANCE.org

2951 Derby Street, Suite 119

Berkeley, California 94705

Mobile direct: 510-848-1818 or (510) 220-7464. [Best live hours are 1-5PM weekdays, US-Pacific Time. Voicemails and texts, 24/7. Calls without a message may not be returned.]

Email: President@STARALLIANCE.org

Please note: This email address is for individually-composed messages only and requires a text alert to 510-848-1818 and/or 510-220-7464 to ensure prompt review and response.

Newsletters and routine marketing emails may be sent to:

Peter.DuMont@STARALLIANCE.org

- Additional Numbers: (510) 540-8887 • (800) DECLARE • (888) PLEDGE8 •
- [Please note: The above public marketing numbers lead to the same destination number: 510-848-1818, so there is no need for duplicate calls & messages.]
- LinkedIn: www.linkedin.com/in/peterbrucedumont



Part II • Narrative Biography

Peter Bruce DuMont • Portrait of A Visionary

— A Narrative Biography —

Peter Bruce DuMont is Founding President of the original STAR ALLIANCE™, a nonprofit organization incorporated in California in 1985 to promote values of holistic good will, ethics and ideals for all humankind: “Our Highest Civic Ideals.”

DuMont is author of the foundation’s Declaration and Pledge series of educational, inspirational documents and instruments of commitment to these values and ideals. He holds a B.A. in *Peace and Conflict Studies* from the *University of California, Berkeley* (1994.)

In the 1970s, DuMont studied personally with the late *Maharishi Mahesh Yogi*, founder of *Maharishi International University* (www.MIU.edu) and the scientifically validated *Transcendental Meditation* technique (www.TM.org) — an efficient method for stress-reduction and creative mental and social development.

DuMont’s T.M. teaching career emphasized outreach to clients in business, government, and the professions in San Francisco and especially Oakland and Alameda County. From 1978 to 1979 he worked to generate pioneering proposals for publicly-funded T.M. teaching programs in crime prevention and rehabilitation via the *Alameda Regional Criminal Justice Planning Board*.

In late 1978, DuMont traveled to Tehran and Abadan, Iran, as part of a special *World Peace Project* for advanced practitioners. Shortly before departing country, he was invited by an industrialist friend of the Shah’s to meet the Head of State, but was required to return home promptly in light of the political turbulence of the time.

In 1981, he commenced a 50/50 partnership with fellow T.M. teacher Ernest D. Siravo, a graduate of the University of California at Berkeley who hails from the greater Washington D.C. area. The two combined a commitment to promote and support T.M. teaching in mainstream society with a vision of entrepreneurial real estate development. Aspiring to create a West Coast campus for Maharishi International University, they formed the *Mountain Wise Group* and bought a house to serve as its live-work headquarters. They soon discovered it would take substantially more time to develop the needed experience and community support to accomplish the vision.

In early 1983 and '84, DuMont worked briefly but successfully for *Lighthouse Properties* in the Montclair Hills district of Oakland, selling residential real estate. He also worked for *American Network*, an early long-distance telephone carrier.

In August, 1984 — feeling an urgent need to act in light of the global existential threat of the Cold War — DuMont and Siravo envisioned together a new way to promote the T.M. technique (www.tm.org.)

They imagined inviting New York Jets' star football quarterback, "Broadway Joe Namath," an early celebrity proponent of the T.M. technique, to a "CAL" football halftime event with thousands of people in the stands, and thus conceived of *STARS FOR PEACE INTERNATIONAL* — to become a cadre of celebrity stars dedicated to a positive, creative, joyful approach to social change.

DuMont began carefully crafting a citizen's *Philosophy Statement for Peace* to inspire and guide this new initiative.

DuMont then took a determined decision to exercise his rights as a free American. The primary emphasis of the plan, he decided, would be collective dedication to positive, educational promotions — utilizing the arts, entertainment, sports, and celebrity star power — with a fundamental commitment to principles of good will, honesty, responsibility, and other ethical principles and values for peace.

By the Spring of 1985, DuMont handed his citizens' *Stars for Peace International* Philosophy Statement personally to the *Soviet Union's Dr. Georgi Arbatov*, founder of the *U.S.-Canadian Studies Institute* (ISKRAN); and in June, to sitting *U.S. Secretary of State George P. Shultz*. (Both leaders had come to San Francisco for speaking engagements within a short span of time.)*

1985 August 8th, DuMont and Siravo filed incorporation papers for *Stars for Peace International* at the California Secretary of State's office in San Francisco.

By early 1986, realizing the need for cooperation with well-established organizations, DuMont conceived of a strong new trademark name for the group: *STAR ALLIANCE*. The founders promptly registered the innovative nonprofit corporate name with *The California Secretary of State*, 1986 April 11th.

Between 1987 and 1990, STAR ALLIANCE got strong financial assistance from a courageous San Francisco angel: the late, great Miss (sic) Jane Newhall. Offices were opened at the historic Warfield Theatre building, 988 Market Street in the city.

Thus empowered, DuMont and Siravo assembled a creative team of helpers and produced weekly STAR ALLIANCE SHOWS for access cable T.V. and radio, instituted THE STAR OF PEACE AWARD, initiated a series of grassroots DECLARATIONS FOR PEACE, garnered scores of VIP-celebrity SIGNATURES on the evolving documents, and repeatedly wrote HEADS OF STATE Ronald Reagan and Mikhail Gorbachev before each of the summit meetings held during that crucial, historical turning-point period.

A growing list of famous-name signatories attached to each STAR ALLIANCE letter, encouraging both these powerful leaders to commit to a safer, more peaceful world.

In 1988, STAR ALLIANCE published its vision for peace in a promotional booklet, which included a section promoting 'ROUND THE WORLD FLIGHTS FOR PEACE. Copies of the booklet were distributed to various potential funders and participants, including members of *The Academy of Motion Pictures Arts and Sciences* during a memorable visit to the Academy Awards site in 1988. This action preceded a historic "space bridge" with participants in Moscow, apparently undertaken by The Academy as a result.

In 1992, shortly after the unanticipated prompt end to the Cold War the founders had helped stimulate, DuMont returned to the University of California at Berkeley to complete a degree in *Peace and Conflict Studies*. His 1994 thesis emphasized the importance of creating a universal framework of positive ethical values, to help integrate the cultures of the world in lasting good will and peace.

During and after this period, DuMont developed the STAR ALLIANCE FRIENDSHIP HANDSHAKE™ and *The Vocabulary of Peace*™ — innovative approaches to celebration and instruction in sustainability values — focusing on key words and their deeper meanings, often gleaned from their word derivations.

Starting in 1991-'92, Siravo worked in ground transportation, developing business alliances with multiple Bay Area tour operators while promoting the STAR ALLIANCE name to the public.

In 1994 and early 1995, the partners worked together to strengthen the STAR ALLIANCE foundation and STAR ALLIANCE GLOBAL GOOD WILL TOURS, the marketing program Siravo had begun.

On April 18th of 1995, the Oakland, California City Council passed a unanimous resolution of support endorsing the "Declaration for Universal Alliance" and its *Highest Common Ideals*.

By late 1995, Siravo departed daily activities with the STAR ALLIANCE organization to pursue international travels and promotions with another organization. He continued to promote the STAR ALLIANCE name, under license from the original organization, while traveling seven times to China. He also conducted STAR ALLIANCE GOOD WILL TOURS in California and occasionally across state lines.

DuMont, meanwhile, survived several devastating experiences, beginning in 1996 and continuing through 2003, with *Economic Discrimination Before Civil Law*. (A term he coined to describe the current, unfair civil legal system failure that regularly advantages those who can *afford* prompt legal advice and representation — under *civil* law — and severely disadvantages those who cannot.)

Multiple cases of this phenomenon, and their compounding effects, eventually proved disabling to DuMont and, by extension, the original STAR ALLIANCE organization. However, both have survived, by dint of much grit, and continue to develop their concepts to the present.

In the late 1990's and early 2000's, DuMont applied and refined his *Vocabulary of Peace* approach during part-time teaching work with the *Oakland Public Schools*. Albeit informally, he perceived excellent effects, especially after a stint seeing multiple classes one day per week for the entire school year of 1999-2000 at *Carl Munck Elementary School*.

Starting in early 2001, DuMont conceived of THE RING OF ALL NATIONS™ project. It was originally a concept to beautify famous Alcatraz Island in San Francisco Bay with innovative architecture, while symbolizing and encouraging human solidarity via *Our Highest Civic Ideals*. A halo-like, built-structure was envisioned to “hover” over the prison, supported on massive, flying-arch legs rooted in “The Rock.” In 2009, working with legacy pro-bono architect William Fisher, the concept was freed, as it were, from the island to become a mobile, round, multi-purpose, floating amphitheater on the San Francisco Bay — a full city block in diameter — with a companion *Ring* and heroic statuary atop Angel Island. The Floating Ring™, once realized, will accommodate democratic assembly, performance theater and the arts, sports events; plus museum, atrium, classroom and retreat spaces, multi-cultural restaurants, and shops.

In the quarter-century since 1997, DuMont has continued to refine his comprehensive Declaration and Pledge offerings for *Our Highest Civic Ideals*. These documents, layered in length for easier assimilation, are designed to inspire citizens throughout the Earth to become STAR CITIZENS™ — that is: committing and trying their best to learn and practice all the principles of Holistic Good Will, Wisdom, and Integrity declared for Sustainable Peace and Love in sustainable community.

In 2014, DuMont traveled to East Asia on an exploratory solo STAR ALLIANCE Global Good Will Tour™, anticipating one or more cooperative events and promotions in conjunction with the 80th Anniversary of the Atomic Bomb and the United Nations in 2025. He attended an international conference on peacemaking in Seoul, Korea; then traveled on and visited dignitaries in the City of Weihai, China; plus administrators in *Nagasaki* and *Hiroshima*, Japan. He also toured other points of interest such as the *Toyota Family Museum* in Nagoya, and a picturesque mountain-area city known for its cultural festival, *Takayama*.

In 2019, DuMont represented the STAR ALLIANCE foundation to the historic 68th UNITED NATIONS CIVIL SOCIETY CONFERENCE held in Salt Lake City, Utah. (The conference was held outside New York for the first time since the original Civil Society conference in San Francisco, at the founding of the U.N..)

In the summer of 2022, DuMont ran for City Council of Berkeley, District 8. His campaign spent virtually no funds but managed to influence the tenor of discourse and float many positive ideas — including an Office of the Citizens' Advocate — primarily through free local publicity and participation in multi-candidate zoom interviews. Afterwards, the victorious candidate in District 8, Attorney Mr. Mark Humbert, Esq., met with DuMont and signed one of the evolving STAR ALLIANCE Pledges for *Our Highest Civic Ideals*.

☆☆☆☆☆☆☆☆

* Secretary of State George P. Shultz spoke before *The United Nations Association* of San Francisco, celebrating the U.N.'s 40th Anniversary in June of 1985, at the historic Fairmont Hotel. Dr. Georgi Arbatov, who was a member of the *Russian Academy of Sciences*, *The Supreme Soviet of the U.S.S.R.*, and a top advisor to then Head-of-State, *Mikhail Gorbachev*, spoke before the *Commonwealth Club of Northern California* at the historic Palace Hotel earlier that Spring.

☆☆☆☆☆☆☆☆

Professional contact information for Peter Bruce DuMont:

www.STARALLIANCE.org

2951 Derby Street, Suite 119

Berkeley, California 94705

Mobile direct: 510-848-1818, or (510) 220-7464. [Best live hours 1-5PM weekdays US-Pacific Time. Voicemails and texts, 24/7.] Calls without a message may not be returned.]

Email: President@STARALLIANCE.org

Please note: This email address is for personally composed messages only, and requires a text alert to 510-848-1818 and/or 510-220-7464 to ensure prompt review and response.

Newsletters and routine marketing emails may be sent to:

Peter.DuMont@STARALLIANCE.org

- Additional Numbers: (510) 540-8887 • (800) DECLARE • (888) PLEDGE8 •
- [Please note: The above public marketing numbers lead to the same destination number: 510-848-1818, so there is no need for duplicate calls & messages.]
- LinkedIn: www.linkedin.com/in/peterbrucedumont