



STAR ALLIANCE

Good Will-Wisdom Values for All

INVITING EVERYONE TO BECOME A STAR CITIZEN™

According to All Our *Highest Civic Ideals*

★ *Peter Bruce DuMont* ★ *Founding Philosopher* ★
★ *Creative & Conceptual Achievements Since 1985* ★

- ★ **STAR CITIZENS™ DECLARATION & PLEDGE SERIES FOR OUR HIGHEST CIVIC IDEALS™**
Expanding documents identify positive moral principles for social sustainability & happiness in cross-cultural form. Offered as instruments of education, guidance, & commitment for individuals, institutions, & populations, from locality to globe.
- ★ **THE STAR ALLIANCE NAME:** developed in 1986, is an intentional pun on *stars*: as inspiring *points of value* & guidance, satellite stars, & more recently: those *Star Citizens™*, VIPs, & celebrities committed to practicing all our *Highest Civic Ideals*.
- ★ **THE ARC OF RAINBOW STARS™ LOGO.** Developed in teamwork with the late Phil Hill (1987), “Mary” of Australia (1995), & “Barbara” of California (1999); it corresponds with the open human hand. The five fingers & stars represent individuality, diversity, & creative freedoms, responsible to their supports in the greater whole — & therefore sustainable.
- ★ **THE STAR ALLIANCE SHOW™***. Co-host for a weekly series of TV & Radio interviews on *Quality-of-Life Media™* themes: 1987-1990 in SF. Periodic TV host: 1997-2003 in Berkeley.
- ★ **THE STAR OF PEACE™ AWARD***. Celebrates lifetime peaceful contributions to society. Our Certificates of Appreciation recognize specific good works by STAR CITIZENS™.
- ★ **THE VOCABULARY OF PEACE™** promotes *Civic Peace Values™* with power, employing insights from key word derivations and the human hand. The combination quickly builds responsible attitudes and world views. Blends easily with standard classes.
- ★ **THE STAR ALLIANCE FRIENDSHIP HANDSHAKE™** is a positive, inspiring, fun, & powerful bonding educational affirmation. It conveys deep meaning for responsible freedoms & encourages cooperation & harmony for all ages.
- ★ **THE RING OF ALL STARS™: *Star Values, Star Citizens™, Star Nations.***
A vision for interconnected, multipurpose public destination facilities worldwide. *Peace Ring™* structures will host democratic assembly, cultural celebrations & arts, educational displays & classes, retreats, sports, & peace-friendly entertainment.
- ★ **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. Star Alliance Academy programs will teach skills & understanding to promote *Our Highest Civic Ideals*, including training in the most researched & verified meditation technique for stress-reduction, human development, good health, & a safer, happier society.

* Historical STAR ALLIANCE Co-Founder **Ernest Daniel Siravo** deserves great credit for his conceptual and creative contributions to THE STAR ALLIANCE SHOW, THE STAR OF PEACE AWARD, and for establishing the tradition of STAR ALLIANCE GLOBAL GOOD WILL TOURS, beginning in 1992. (For partial compelling evidence of Mr. Siravo's founding tour activities, please see our website: "More>About", and scroll down to "About the History of Our Name & Logo," pages 3—19.)

Professional contact information for Peter Bruce DuMont:

www.STARALLIANCE.org

2951 Derby Street, Suite 119

Berkeley, California 94705

Mobile direct: 510-848-1818. [Voicemails and texts, 24/7. Best likely live: 1-5 PM weekdays, US-Pacific Time. Calls without a message are typically not returned.]

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- LinkedIn: <https://www.linkedin.com/in/peterbrucedumont-staralliance>





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™. This is a public benefit organization — incorporated in California in 1985 — to promote the quest for world peace and security with values of good will and integrity for all humankind: “Our Highest Civic Ideals.”

DuMont is author of the foundation’s Declaration and Pledge series: documents which serve as instruments of values education (or review), inspiration, and commitment to principles of healthy, sustainable relationships for all. He holds a B.A. in *Peace and Conflict Studies* from the *University of California at Berkeley* (1994.)

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

DuMont’s T.M. teaching career in the 1970’s emphasized outreach to clients in business, government, and the professions in San Francisco and especially Oakland and Alameda County. From 1978 to 1979, he focused on pioneering proposals for T.M. teaching programs in crime prevention and rehabilitation, via the *Alameda Regional Criminal Justice Planning Board*.

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

In 1981, DuMont commenced a partnership with fellow T.M. teacher and CAL alum Ernest D. Siravo, who was relocating from the greater Washington D.C. area. The two shared a commitment to promote and support T.M. in mainstream society, combined with a vision of entrepreneurial real estate development. They aspired to create a West Coast campus for Maharishi International University, formed the *Mountain Wise Group* for the purpose, and established a live-work headquarters. However, they soon discovered it would take substantial time to develop needed community support to accomplish the vision.

In early 1983 and '84, DuMont worked for *Lighthouse Properties* in the Montclair Hills district of Oakland, selling five homes in five months despite record high mortgage rates. 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 Cold War — DuMont and Siravo envisioned 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 public proponent of the T.M. technique, to a "CAL" football halftime event. Thus was born the seed idea for *STARS FOR PEACE INTERNATIONAL* — a cadre of celebrity stars dedicated to promoting this positive, creative, and joyful approach to social change.

DuMont then exercised his rights as a free American by crafting a brief but impactful citizen's *Philosophy Statement for Peace*, over a period of nine months, to inspire and guide this new initiative. The primary emphasis of the plan would be collective dedication to positive, educational promotions utilizing the arts, entertainment, sports, and celebrity star power — combined with a fundamental commitment to principles of good will, honesty, responsibility, and other ethical ideals and values for peace.

By the Spring of 1985, in San Francisco, DuMont personally handed his *Stars for Peace International* Philosophy Statement first to the *Soviet Union's Dr. Georgi Arbatov*, founder of the *U.S.-Canadian Studies Institute* (ISKRAN; after his speech to *The Commonwealth Club*); and in June to sitting *U.S. Secretary of State George P. Shultz*, who had come to address *The United Nations Association* on the occasion of the U.N.'s 40th Anniversary.*

On 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, DuMont foresaw the need for continuing cooperation with well-established organizations to advance the cause of world peace. With this stimulus, he conceived of a strong new trademark name for the group: *STAR ALLIANCE*. The founders promptly registered their new corporate name with *The California Secretary of State* on 1986 April 11th.

Between 1987 and 1990, DuMont secured strong assistance from a courageous philanthropic angel: the late, great Miss (sic) Jane Newhall of San Francisco. As a result, *STAR ALLIANCE* opened an office at the historic Warfield Theatre building in the City at 988 Market Street.

The partners assembled a creative team of helpers and produced weekly *STAR ALLIANCE SHOWS* for cable access T.V. and broadcast radio. They instituted *THE STAR OF PEACE AWARD*, initiated a series of grassroots *DECLARATIONS FOR PEACE*, garnered scores of VIP-celebrity *SIGNATURES* on DuMont's evolving documents, and repeatedly wrote *HEADS OF STATE* Ronald Reagan and Mikhail Gorbachev, prior to each summit meetings held during that critical turning-point in world history.

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

In 1988, STAR ALLIANCE published its vision for peace in a promotional booklet, including a section promoting '*ROUND THE WORLD FLIGHTS FOR PEACE™*'. Copies of the booklet were distributed to 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 by a season a historic "space bridge," with participants in Moscow and Los Angeles, undertaken by The Academy.

In 1992, shortly after the sudden end of the Cold War, DuMont returned to the University at Berkeley to complete a degree in *Peace and Conflict Studies*. His 1994 senior thesis emphasized creating a universal framework of positive, ethical social values to help harmonize the cultures of Earth and stimulate necessary positive structural change.

During and after this period, DuMont developed the STAR ALLIANCE FRIENDSHIP HANDSHAKE™ and *The Vocabulary of Peace™* — innovative approaches to instruction and celebration of sustainability values.

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

In 1994 and early 1995, the partners worked together to strengthen the STAR ALLIANCE foundation and STAR ALLIANCE GLOBAL GOOD WILL TOURS operations.

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

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

Meanwhile DuMont survived multiple devastating experiences, beginning in 1996 and continuing through 2003, with a phenomenon he came to term *Economic Discrimination Before Civil Law (EDBCL)*. This term describes the unfair civil legal system that still regularly advantages those who can afford prompt and high-quality 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. Both have survived by dint of much grit, and continue to this day to develop their vital concepts.

In the late 1990's and early 2000's, DuMont engaged part-time teaching work with the *Oakland Public Schools*, where he was able to apply and refine his *Vocabulary of Peace* methods. Albeit informally, he consistently saw excellent effects, especially after a one-year stint with multiple classes at *Carl Munck Elementary School* in Oakland, once per week for the entire 1999-2000 school year.

Starting in early 2001, DuMont conceived of THE RING OF ALL NATIONS™ project. This was originally a concept to beautify famous Alcatraz Island in San Francisco Bay with innovative architecture, symbolizing and encouraging human solidarity via *Our Highest Civic Ideals*. A halo-like ring structure was envisioned to “hover” over the prison on *The Rock*, supported on massive arched legs. In 2009, working with legacy pro-bono architect William Fisher, the concept was freed, as it were, from the island, re-envisioned as a mobile, round, multi-purpose floating amphitheater on San Francisco Bay — a full city block in diameter — with a companion *Ring* and heroic statuary atop Angel Island. The Floating Peace Ring™, once realized, will accommodate democratic assembly, performance theater, arts, and sports events; along with 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 educational assimilation, are designed to inspire students and adult citizens throughout the Earth to become *STAR CITIZENS™* — that is: individuals committed to and trying their best to practice all the principles of Holistic Good Will, Wisdom, and Integrity declared for lasting Peace and Love in sustainable community.

In 2014, DuMont traveled to East Asia on an exploratory solo STAR ALLIANCE Global Good Will Tour™, anticipating cooperative events and promotions in conjunction with ongoing anniversaries of the Atomic Bomb and the United Nations. He attended an impressive international conference on peacemaking in Seoul, Korea; then traveled to and visited dignitaries in the City of Weihai, China; administrators in *Nagasaki* and *Hiroshima*, Japan, and other points of interest such as the *Toyota Family Museum* in Nagoya and a picturesque mountain-area known for its annual 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. This conference was held outside New York City for the first time since the original Civil Society conference was held in San Francisco at the founding of the U.N..

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

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* 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.



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