



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's Creative Conceptual Work with The Original Star Alliance™ • Since 1985

- **THE STAR ALLIANCE NAME** Personally developed in 1986, is a pun on stars of inspiration and guidance: “points of value;” satellite “stars,” VIP/celebrity “stars,” and now: “Star Citizens™.”
- **STAR CITIZENS™ DECLARATION & PLEDGE SERIES FOR OUR HIGHEST CIVIC IDEALS™** Social-sustainability and positive moral principles, put into cross-culturally compatible form, offered as instruments of education, inspiration, and commitment to and for individuals, institutions, and entire populations, from locality to globe.
- **THE STAR ALLIANCE SHOW™** A series of access TV and Radio interviews on *Quality-of-Life Media™* themes. Aired weekly from 1987—1990 and periodically from 1997—2003.
- **THE STAR OF PEACE™ AWARD** Celebrates lifetime positive contributions to society. STAR ALLIANCE Certificates of Appreciation recognize STAR CITIZENS™ and their works.
- **THE VOCABULARY OF PEACE™** An approach to *Civic Peace Values™ Education* easily integrated into standard curricula. Features some 20 key words, brought to life with insights from their derivations, which quickly build a positive attitude and world view.
- **THE ARC OF RAINBOW STARS™** The highly symbolic, colorful STAR ALLIANCE logo corresponds meaningfully with the open human hand. Together they illustrate how responsible individuality, diversity, and freedom dwell harmoniously and interdependently at the cutting edge of social systems.
- **THE STAR ALLIANCE FRIENDSHIP HANDSHAKE™** A positive, powerfully inspiring and fun, bonding educational affirmation. Well understood and practiced, it conveys a delightful, profound, encouraging message to adults and children.
- **THE RING OF ALL NATIONS™** Interconnected, multipurpose, public destination facilities envisioned worldwide. Peace Ring™ structures will host democratic assemblies and celebrations, educational displays; museum, classroom, and retreat spaces, and friendly competitions in sports, entertainment, and the arts.
- **STAR ALLIANCE ACADEMY™** Retreat and training facilities and programs envisioned for civil servants, including educators, first responders, military professionals and veterans; leaders in business and other professions, students, and the general public. Programs will teach understanding and skills to promote STAR ALLIANCE Civic Peace Ideals and Principles, with training in the most researched and verified meditation technique known for stress-reduction, human development, and good health.

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(Part II • Narrative Biography • Continues Below.)



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 tirelessly 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 DuMont 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 that 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 successfully for *Lighthouse Properties* in the Montclair Hills district of Oakland, selling residential real estate; and for *American Network*, an early long-distance telephone carrier.

In August, 1984, feeling an urgent need to act in light of the existential threat of the Cold War, DuMont and Siravo envisioned together a new way to promote T.M..

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. Thus they conceived of "STARS FOR PEACE INTERNATIONAL" — a cadre of celebrity stars recruited into service of a positive, creative, joyful approach to social change.

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

Encountering resistance from a few Berkeley T.M. teachers, however (understandable after the partners' prior setback), DuMont took a determined decision to exercise his rights as a free American. The primary emphasis of the plan, he decided, would be dedication to positive educational promotions utilizing the arts, entertainment, sports, and celebrities, with a fundamental commitment to principles of good will, honesty, responsibility, and other ethical values for peace.

By the Spring of 1985, DuMont personally handed his citizens' *Stars for Peace International* philosophy statement 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.*

On 1985 August 8th, DuMont and Siravo filed incorporation papers for *Stars for Peace International* at the State Building in San Francisco.

Realizing the need for cooperation with well-established organizations by the following year, 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*.

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

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 they held during that crucial, turning-point period.

A growing list of famous-name signatories was 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 event site during the Academy Awards of 1988. This action preceded a historic "space bridge" with participants in Moscow, undertaken by The Academy in a subsequent year.

In 1992, shortly after the prompt, unanticipated end to the Cold War, 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 sustainability values celebration and instruction, which focus on key words and their deeper meanings gleaned from derivations.

From 1991, Siravo started working 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, pursuing international travels and promotions with another one. 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, after surviving several devastating experiences beginning in 1996 and continuing through 1999, began living with cumulative and eventually chronic effects of repeated experiences with *Economic Discrimination Before Civil Law*. (He coined this term to describe the unfair 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 in the course of part-time teaching work with the *Oakland Public Schools*. Albeit informally, he perceived excellent apparent effects, especially after a stint seeing multiple classes, once per week for an entire school year (1999-2000) at *Carl Munck Elementary School*.

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 while symbolizing and encouraging human solidarity via *Our Highest Civic Ideals*. A halo-like, built structure was envisioned to “hover” over the prison, to be supported on massive flying arches rooted in “The Rock.” In 2009, working with legacy pro-bono architect William Fisher, the concept was freed, as if, from the island to be envisioned as a mobile, round, multi-purpose, floating amphitheater on the 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 arts, and sports in addition to 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 are designed to inspire citizens throughout the Earth to become STAR CITIZENS™ — that is: trying their best to learn and practice all the principles of Holistic Good Will, Wisdom, and Integrity declared for Sustainable Peace and Love.

In 2014, DuMont traveled to East Asia on an exploratory solo STAR ALLIANCE Global Good Will Tour™, anticipating a major, cooperative event in conjunction with the 80th Anniversary of the Atomic Bomb (2025.) He attended an international conference on peacemaking in Seoul, Korea; then traveled on and managed to visit dignitaries in the City of Weihai, China; and 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 of his ideas — primarily through free local publicity and participation in multi-candidate zoom interviews. Afterwards, the victorious candidate in District 8, Attorney Mark Humbert, met with DuMont and signed one of the 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. 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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