

## USA VALUES, Inc.

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Woodbury, MN 55125

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September 30, 2009

Dear Corporate, Business, Organization and Church Executives:

## When do we act on the talk that matters? (first-things-first, right-the-first-time)

So we can talk (MANY DO). We can also deliver the swing back to our traditional growth built on real value and the reasonable willingness to share it because we really have it. Please join me in this multi-faceted local plan to do just that.

1. We need preschools and child care center spaces to be totally enrolled and graduating children to kindergarten who are first-things-first-ready-to-read. This will dramatically improve the brain capacity on the street within 3-6 short years. Brain capacity on the street is an unstated National Strategic Capacity driven by trillions of private and government spending at K-12 plus post 12 without considering its origin in Pre-K and its community base.
- 2...3...4...( see page 2 around the ad)
5. This overall linking economic and communications effort (1-2-3-4-5) actually seen by mom and the effective citizen in the weekly local papers and again monthly will start to provide a first-things-first growing, secure, rewarding future for the effective citizen, leader, executive, business owner and others in the community. We have special tools, materials, licenses, and opportunity to create it and solidify it with full utilization.

Your actions steps to help.

1. Email me for the ... rest of the letter (2, 3 and 4). [tdw.usavalues@q.com](mailto:tdw.usavalues@q.com)
2. Mail communications are too expensive and will not generally be used. Help the process with just your email, as you decide to understand these requirements and get the word out to your employees (they must insist on ready-to-read skills for their child care dollar- guaranteed).
3. Influence the enrollments in preschools and child care centers / homes with a focus on Your Deals for Your Employees. Send a company representative to the Peaceful Heights Open House. I will explain the several unique levels of focus on ready-to-read skills required to start kindergarten. And, what that means to a community like Northern Dakota County and its foundations for prosperity.
4. Obviously Peaceful Heights Montessori School is only one facility of many. Many children and mothers will need to be mentored if they are to be ready. I know you are thinking; where is the new money. But first, let's influence the use of the money already being spent in our community for a guaranteed individual child first result.
5. **I assure you the new money exists, and is right around the "corner" without a tax increase with private equity understanding of this commitment to first things first growth. This is unusual. The platform for the "business" includes all of the economic elements to deliver 100% of at-risk children to kindergarten ready to read, count and understand positive direction, choice, and opportunity at its lowest possible cost given the requirement of 100% delivery.**

**This model's cornerstone is a local small multiple media advertising business run by a recruited executive veteran with designs to influence 80-90% of the community.**

Sincerely, Thomas D. Wolfgram - Owner - USA VALUES, Inc.

(continued from page one)

2. We need 100% of the moms understanding the medical science of Brain Development in age 0-6 children. And, we must mentor child and mom if necessary when they cannot be serviced by the early education child care industry. The community requirement for language development is that 100% of the children be at least ready to read when they start kindergarten. We can afford no exceptions in the

**Help USA VALUES, Inc.**  
Send this public service message to mom.



**A Public Service Message to Mom:**  
Delivery of early reading skills is a Critical Gift. Without this gift, children are behind before they start kindergarten.

Deliver Early Reading Skills  
RINGING ADVANTAGES

This message to mom is sent in full page or flyer format (in the process of business to consumer advertising) at least once per month

**\$100 off 1st Months Tuition with Coupon**  
**Open House at Peaceful Heights Preschool**  
**October 10, 2009**  
**11 AM to 1PM**  
Call Tom Wolfgram  
612-968-1579

**Peaceful Heights Montessori**  
*Preschool & Child Care*  
[www.peacefulheightsmontessori.com](http://www.peacefulheightsmontessori.com)

The year round school will match corporate benefits provided to employees for High Quality Preschool and Child Care. Services up to 10% off list prices in the event several children from the business attend the school. A plus \$1,000 value per child.

Call Tom Wolfgram to arrange the program.  
612-968-1579

**Infants** (6 weeks to 15 months)  
**Toddlers** (18 to 32 months)  
**Preschool and Kindergarten** (33 months to 6 years)  
**Latch Key** (ages 6 to 8) before- and after-school  
**School hours:** 8:30 a.m. to 6:00 p.m. Monday - Friday

375 Marie Ave. E. • West St. Paul  
*easy access from Hwys. 32, 110, 35E, 494*  
[www.peacefulheightsmontessori.com](http://www.peacefulheightsmontessori.com)

**Personal (Business) Advisor™ LLC**  
Thomas Wolfgram-Senior Business Advisor  
Independently Owned & Operated  
T: 612-735-3638 F: 612-498-1380 Cell: 612-968-1579  
TOWPBA, LLC (LLC) C238

*Providing a Secure, Recession-Proof and Rewarding Future for the Executive Community*

- ▶ TURN AROUND CRISIS MANAGEMENT
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**Personal (Business) Advisors, LLC and "Executive Network of America, LLC"**  
Website: [www.PBA.com](http://www.PBA.com)  
[www.ExecutiveNetworkofAmerica.com](http://www.ExecutiveNetworkofAmerica.com)  
[www.growth.com/cto/cto/2009-04/growth2330934.html](http://www.growth.com/cto/cto/2009-04/growth2330934.html)

positioning of our area (Northern Dakota County) for growth. We must make our area economically special using the zero cost attitude that starts with a very high expectation from this "street level" activity of effective citizens.

3. We expect just the above to bring 80-90% of the citizens together with a focus on first the children, growth and economic development. The desire exists now with those who know. However, the 100% delivery requirement making the community above and beyond effective requires that we find and deploy the kids, the mom, the schools and the mentors above the law. We don't need government to calculate our 100%, define readiness, or our guarantee to the kindergarten / schools that we (business, families, mentors, churches, individuals) will deliver.

- Our positive attitude will fall apart if we wait for the simple government definitions of what kindergarten teachers really really need excluding the excess nice to have.

4. With concentrated efforts (#3 above), we can expect to be perfected in 3 years and expect national industries respect for our positioning. That means a region's main street education will draw capital, employee talent, leadership talent, church and organization membership;

and, first and foremost the full utilization of the real estate for the local business.

- Busy streets, top quality apartments and houses, and fully engaged children and families will result from this real increase in the quantity of local brain development. This means small business merchants and service providers will benefit first. Full utilization of 100% of the main street real estate is another unstated National Strategic Capacity that has driven trillions in private and public spending reflected directly in the expected dollars of market values per square ft. This is talk turned into market value. Call me if you do not understand how close it really is.

**THE BELIEVER'S HOPE!** What will it take to fill up the High Quality Preschool Capacity that exists in NDC? Well, it will not happen until the parents demand at least ready to read skills from the industry for its dollar spent. 100% guaranteed going into kindergarten without exception will trigger many other positive growths, sustained by the economy and new industry, as the new money investments from private equity are provided for a private ROI. This is a 150 million dollar new industry for Minnesota and at least a 20 billion dollar new industry for the USA. This is a new industry with great ROI potential when we let the veteran executive bring moms, education and business together with the focus on our National Strategic Brain Capacity requirements that are already driven by trillions of public and private money.

## Why be confident of this? The links to what is going on.

The science of early brain capacity development and its application to 100% of the USA citizenship puts the USA in the world's driver seat again. <http://www.yourbabycanread.com> Please look at the following graph and project the economic value that could be gained by the difference in the outcome lines <http://www.yourbabycanread.com/ce-y-how.aspx> Estimate the value is \$1,000,000 per child over the child's life and multiply it by 1 million children per year for 40 years. What is the present value of 1 trillion dollars wasted over 40 years at a risk factor of 17%.

1. See the work of the Partnership for Americas Economic Success.  
<http://www.partnershipforsuccess.org/index.php?id=01>
2. See the Telluride efforts and a start to focus on private equity.  
<http://www.partnershipforsuccess.org/index.php?id=37&MenuSect=2>  
Last six slides [http://www.usavalues-character.com/References/20090920\\_Tellurideiijaredpolis.pdf](http://www.usavalues-character.com/References/20090920_Tellurideiijaredpolis.pdf)
3. See the Heckman Equation <http://www.heckmanequation.org/>
4. See USA VALUES, LLC references and business plans to engage the veteran carrying Mom's issues, business issues, and schools issues to a platform of work that triggers the new money from private investors. Call Tom Wolfgram for the password to the business plans.  
<http://www.usavalues-character.com/referencematerial.shtml>

### **USA VALUES, LLC:**

#### **First**

- Go Big Introduction [DOC](#)
- Power Point Introduction [PPT](#)

#### **Second** [DOC](#)

- Plan
- Fin Plan [XLS](#)

#### **Third** [DOC](#)

- Why Veterans
- America Pay [DOC](#)
- USA VALUES Cause [DOC](#)

5. See USA VALUES, LLC plans to reach the new money from private equity backing up the guaranteed bonds issued by the CDC's that will be paid for by savings within the silos of K-12, city, county and state spending.  
Item B. 22 and 23 <http://www.usavalues-character.com/referencematerial.shtml>
6. See USA VALUES, LLC II plans to engage the churches and other forms of private equity in a 100% guaranteed delivery to the kindergarten teachers. Call Tom Wolfgram for the password to the business plans.  
<http://www.usavalues-character.com/referencematerial.shtml>

### **Private Equity Effort**

#### A. The Plan [DOC](#)

7. See USA VALUES, CDP plans to give parents in lower and middle class segments access to high quality early brain capacity development as needed and defined by the mentor, parent, child and the kindergarten requirements. One Size Fits One. Call Tom Wolfgram for the password to the business plans.  
<http://www.usavalues-character.com/referencematerial.shtml>

### **USA VALUES-CDP the 501c3:**

#### A. Summary of Workings [DOC](#)

#### B. The sliding scale to include the upper half [XLS](#) of the bottom half

8. Will businesses and private equity invest, if schools and governments save to pay them back? They do this now in other National Strategic Capacity Developments. See [http://www.usavalues-character.com/References/Contract\\_Summary.pdf](http://www.usavalues-character.com/References/Contract_Summary.pdf)
9. Assurance that a community is "renewed with the savings from more brain capacity created" is a perfect role for the returning veteran executive and manager in a new industry.

# Put a Veteran into Business

Let him create a new industry representing **Guaranteed Early Reading Skills Delivery before Kindergarten**

His commitment and experience is especially suited to this.

“Save” the current generation of at risk children

Development and Growth with Economic Value Added  
Increasing Brain Capacity in the Community will Add Value to Your Streets

Because! The local merchant and service providers will give free leverage of their advertising that they must do anyway

## Take this Action

Start to advertise your best call to action. Do this attached to this local public service message to Mom with USA VALUES.

Also, Take this action because your employees, members and residents are eligible for Family Discounts and Other Discounts with **Peaceful Heights Preschool** – Tell them this is worth **\$1,000 per year**. **This school and other High Quality Preschools have a defined focus on delivering early reading skills.**

Please find a high quality delivery to support with the information you provide your employees, members and residents. Make Certain they know this Guarantee. Just Half- Day Montessori delivered for two full years to children ages 3, 4 and 5 will deliver required early learning skills to their child and the school systems. The child care industry can make a guarantee to parents and schools.

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Open House at Peaceful Heights Preschool  
Every Second Monday of the Month  
4:00 PM to 5:30 PM  
Call Tom Wolfgram  
612-968-1579

**Peaceful Heights Montessori**  
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