

USA VALUES, LLC
7879 Somerset Ct
Woodbury, MN 55125

Introduction

USA VALUES, LLC is a start-up advertising, promotion, and sponsorship company building the “Early Reading Skills Delivered --Ringing Advantages” brand. It provides “free” communication services (on the back of local advertising dollars) for the public service message with links to providers and supporters of early reading skills and character education.

A. MISSION AND VISION

USA VALUES, LLC using surround around advertising spending, becomes a private company catalyst for early reading skills delivered to 100% of the children. The mission wishes to create executive, managerial and operational positions for USA veterans. Their overseas mission generally has required a demonstrated level of intrusive paternalism. It will take this emotional footing to succeed in winning the hearts and minds of the most at risk age 3 to 6 children and "their moms" in the USA.

We are creating a company that delivers the public service message repeatedly in the private sector and it is critical that the veterans have this business to sustain themselves before they help the community with other parts of the program.



Other parts, not LLC, create the investment partnership agreement and the process for using the agreement to obtain new money to invest (deliver) 100% of the age 3-6 at-risk children so they are at least Ready-To-Read, Count, and Understand Positive Direction before they enter kindergarten. The process will create a monetary ROI for the mother

and child, the investor, and the community with schools, small business and merchants being the first but not the last to benefit.

B. BACKGROUND AND JUSTIFICATION

This company (an LLC) will be majority owned by Veterans and be substantially staffed (40%) by war disabled veterans who have returned from IRAQ and AFGANISTSAN.

They will use the 911 commission report as their justification for promoting an agenda of opportunity that requires early reading skills delivered before kindergarten in the USA.

The 911 Commission Report of Effective Citizens says " An Agenda of Opportunity - The United States and its friends can stress educational and economic opportunity. The United Nations has rightly equated "literacy as freedom", Page 377. Page 379 Recommendation: A comprehensive US strategy to counter terrorism should include economic policies that encourage development, more open societies, and opportunities for people to improve the lives of their families and to enhance prospects for their children's future." USA VALUES, Inc. would add- certainly, this applies at home and abroad and starts early (at age 3) for each and every child in the USA.

The new money to deliver these skills exist in many places, including the treasuries of the USA multinational companies and every manufacturing company. We have within our grasp what is agreeably at least the 1st, 2nd or 3rd most important opportunity in the nation. The opportunity relates to the 2004 Job Creation Act and a mistaken belief by some that the new money will not be used to create high value jobs in the USA. So far these huge amounts of new money have stayed under the radar. Those with New Money arguably hold the keys to increasing education value, ethical value, emotional value, and economic value in the USA. As we come to grip with tax and spending levels that have little room for new investments there are individuals and institutions arguably looking to make real investments that really build values apart from in addition to just community values.

Further Introduction to the complexity and breath of this program

Before we work with the concepts that benefits of the Early Reading Skills Delivered are economic, education, emotional and ethical we need to start with the positioning of the term 100% as the driver of benefits. 100% is a total quality concept supported by general business development over the last 30 years. Many can relate to it as 6 sigma, total quality or its origin as quality is free! Process improvement goals have to center on zero missed requirements.

Quality and all process improvement goals in the combined profit, public and non-profit sectors must be kept simple at a lowest common denominator. Conceptually - quality is free as proposed by Philip Crosby in any process and doing first things first as proposed by Steven Covey is a basic to being effective. In these "100% lights" we can move some distance to the ROI that is expected from change.

We will have to reconnect the community and small business to increasing real estate values through demonstrated projected education proficiency. Age 0-6 education is the new first base to this demonstration. All of business and the faith base must reconnect with this understanding before K-12 school starts.

The Public Service Message is defining an important element to our real estate values. You see, real estate values are long term propositions that count on full utilization. The education of 100 percent of our youth is also a critical long term proposition. Maybe coincidence makes it the best assurance that our real estate will be fully used and valued. Our past can be used as reliance in our risk analysis.

Delivering Early Reading Skills to age 2-6 at risk kids is not effective government work so that leaves us to do it. Sooner or later we deal with what we should have done; with our children and the children our society will rely on. We have learned the hard way about how everything is connected. Our well-being is connected to the weakest child education/development that we will encounter as they grow up and contribute or not. A discussion of this could go on forever.

USA VALUES, LLC. is a business designed to deliver and prompts us to resource early reading and character education with confidence and faith. Boldly it says that if we deliver 100 percent of the children to kindergarten ready to read we will begin to see it in our real estate values in 4-6 short years. Time is wasting and moms, business, and churches need to know there is a sensitive period to learning language that children outgrow.

Am I joking? Reading is not really about real estate values! Okay, but our society deposits the value of our capacity to deliver 100 percent of the children to a growth opportunity. Is it in the real estate? Is real estate value by chance? Do brown zones and ghost towns develop by chance? **What is the chance they are interconnected?** Yes, early reading skills delivered is connected to real estate values.

USA VALUES, Inc. is a start-up advertising, promotion, and public relations company building the “**Early Reading Skills Delivered — Ringing Advantages**” brand. It provides “free” communication services (on the back of local advertising dollars) for the purpose of changing attitudes toward the absolute required delivery of early reading skills and character education.

We have a rough draft proposed program **in addition to the advertising business** that would deliver the new money needed for funding of High Quality Child Care, Education, and Parent Child Mentoring without much regulation because of the guarantee. (A guaranteed delivery to kindergarten, judged by the school, as if they were the customer to be satisfied). The money to do this will not come from the federal stimulus.



The school district’s borrowed use of a satisfaction guarantee requirement will uniquely drive high quality from all providers as every service business can attest.

USA VALUES has studied the present developing important **definitions of high quality pre-K education delivery** and like

better the demonstrated universal definition by Philip Crosby — “Quality Is Free-the art of making certain.” It was the book that evangelized the way to the quality revival in manufacturing. It stands as the 30 year old “starting” of the LEAN CHANGE PROCESS. It contributed to value creation everywhere and it can do the same for community and schools.

The Public Schools have their hands full. They are never more than part of the community’s education. Readiness is a “perfect” initial judgment of how effectively the community supports the schools, first things first. Districts are not publicly funded to address preschool. Even if they were, the schools will not significantly benefit unless there is a new element of intrusive paternalism added to the system.

At this point, science is now telling us that 90-95 percent of brain development is complete (very important brain capacity synapses have closed by age 6) whether they have been filled by language and order content, or not. The gap is partially created by posting new highs of routine achievement because some parents (mostly moms) understand this and use all the new developments in the consumer arena to make certain their children are ready. Often the pre-k child is cared for in settings that include education. **Much happens before kindergarten starts. A new bar has been created, it exists and is not actionable by all.**



The Education Gap is being totally exposed by the education and foundation organizations of our nation. There is no economic need to duplicate this work. In fact our economics must now use it. Operationally, the old economy makes certain nobody expects 100 percent proficiency in high school. Our cost base does not expect this. It does not exist in 8th grade. Likewise 100 percent does not exist in 5th grade, 3rd grade, and 1st grade. Logic tells us where the new money needs to be invested. Requirements can be delivered and guaranteed with less than the classroom setting. This is a basic transition our society is in. We compete with the world in this transition because many other societies do not have the baggage of our building and organizations.

The veteran in the community – his/her nation building role! The USA VALUES,

LLC. model has reserved several growth roles for the veteran. A role that is totally economic based. They Please read the entire at <http://www.usavalues-> is about giving that already are experienced communities to deliver prosperity creating the veterans have the faith, to believe goodwill



deserve these new jobs. welcome section character.com/. This program opportunity to those who in motivating overseas more civility, reading skills and local economy first. Certain rigor, commitment and intensity comes from their efforts. The

world has no match for the USA serviceman stationed overseas. The veteran has a nation building role here, also. With our commitment to other nations showing, we have no reason to accept a gap at home. **NO REASON!**

USA VALUES, Inc. has this discussion reprinted on paper placemats. Transitions this significant will not get traction without social and family conversation over gatherings, dinner, lunch or breakfast. Small groups can form and can monetize their interest to do something.

<http://www.usavalues-character.com/referencematerial.shtml>


See Item #B.16 Early Reading Skills Delivered- Ringing Advantages, National Community Project — Sponsored By USA VALUES, Inc. 9-19-08 —

There is a “crisis in the Land of the Free!”

That document has links to raising money for your personal effort. The links have next steps for businesses, church organizations and our networks.

We will have to combine all of this in an economic development based on the monetization of the requirement. **Of course we will need a client who publishes and defines the requirement and its monetized value.** The public schools will have to borrow this monetized requirement from the investor until they own it. Effective education has always been about economics. This new thinking requires us to use our micro-economic and quality requirement experts in the definition of customers, monetized requirements, vendors and contractors, investors, lenders and borrowers.



 **Twin Cities Location - USA Values**
7879 Somerset Court • Woodbury, MN 55125
651.735.3018 • info@usavalues-character.com