STAR ALLIANCE — EDUCATING, CONSULTING, TOURING, MEDIA

STAR ALLIANCE NAME * & ACTIVITY CHRONOLOGY

1984  ***********************************************

(August): “Stars for Peace International”(TM) concept is conceived by charitable and business associates Peter DuMont and Ernest Siravo, Oakland, California. Their vision: an ongoing promotion for world peace utilizing celebrity stars (e.g. Bob Hope, John Denver, etc.) who tour different countries (e.g. Russia, China, etc.) and videotape their serious and light-sided tours, broadcasting positive images and ideas about that country to the United States and the world. A people-to-people “end run” around the political logjams threatening instant global annihilation. The first nine months are spent carefully developing the Stars for Peace philosophy statement and an initial promotional package.

1985////////////////////////////////////////////////////////////

* (1985—1998 Overall): A developing and ongoing “think tank” promoting inspirational ideas and activities for citizens and leaders in government, business, sports, entertainment, the arts, science, travel, education, media and the general public. Campaigning for the Star Alliance(TM) Global Citizens(TM) Declaration of “Highest Common Ideals”(TM); Conflict Transformation(TM) activities; a democratically organized Global Citizens’ Cooperation and Media Network (TM); and Star Alliance (local and global) Goodwill Tours(TM) and Exchange. Universal Ideals of peace, freedom, friendship and social responsibility.

Where Everyone can be a Star ☆ Across the Rainbow Arc of Society
Declaration of Highest Common Ideals ☆ Star Alliance Quality-of-Life Media
2322 Shattuck Avenue 416 ☆ Berkeley, California ☆ 94704 ☆ USA ☆ 1 (510) 540-8887 ☆ 1 (800) DECLARE!
(Spring '85): Our philosophy statement and package delivered personally into the hands of: Georgi Arbatov, Director, USSR Institute for U.S. and Canada Studies; Member, Supreme Soviet, after his address to the Commonwealth Club at the Palace Hotel in San Francisco; and George Shultz, U.S. Secretary of State after his address to the United Nations' 40th Anniversary luncheon sponsored by the UN Association at the Fairmont Hotel, San Francisco. Mr. Shultz says he "will read it on the plane tonight." In subsequent weeks and months we notice a distinct softening of positions and positive turns in political rhetoric from both Moscow and Washington.


(Autumn): Initial promotional letters are sent to Ted Turner, Stevie Wonder, Michael Jackson, Harry Belafonte (USA for Africa initiator) and Ken Kraegen (USA for Africa prime agent-promoter), Bill Graham Presents, Joanne Woodward and Paul Newman, Gordon Getty and many others. We advance the idea of a world peace concert, global broadcast and telethon and invite their participation.

First contact with Secretary General's Office at the United Nations; Mr. John Washburn, Director of Representation is most encouraging. He comments we are on a good creative track and suggests we can probably get more done more quickly by working at first unofficially rather than officially.

(December): Concert-variety show with local Bay Area talent is held at Piedmont High School. The first Stars for Peace "Citizens' Proclamation for Peace" (composed by DuMont at 212 Carmel Avenue, Piedmont) is signed at the concert.

1986

(Jan—April): Initial Star Alliance Board development. The "Star Alliance" name is developed over several months by Co-Founder DuMont, officially researched with the State of
California and changed by formal action of the trustees 29 March 1986. The Trustees' resolution specifically allows for various prefixes and suffixes to be added from time to time to identify special projects, programs, divisions, etc.. The Star Alliance name and special Trustees' resolution are filed 11 April 1986 with the California Secretary of State.

* The new “Star Alliance” name preserves the powerful “star” image and intentionally and constantly promotes a pun on “star” as inspiration from nature above the boundaries of the world; “star” as celebrity, providing leadership for world peace; and “star” as “citizen star” — aspiring to the stated ideals and participating in our Citizens' Quality-of-Life Media(TM) activities, etc.. “Alliance” denotes and promotes allied organizations and their members, staff and sponsors working together to accomplish more quickly our common goals for the good of all.

(Jan—Aug): The Star Alliance Citizens' Peace Declaration is developed starting in this period.

The “Star of Peace Award” is instituted with an award presentation to world’s first two-time Nobel Prize winner, Dr. Linus Pauling. Our reception/concert is held at the Swent home in Piedmont, where Dr. Pauling becomes the first VIP signer of the Citizens’ Proclamation for Peace. In subsequent months Star of Peace Awards are presented to Retired Volunteers of the Peace Corps (at the Rotunda, San Francisco City Hall); performers Stevie Wonder (during his concert at the Oakland Coliseum Arena) and John Denver (at the Shoreline Amphitheater after a first meeting at the Concord Pavilion); and Maestro Leonard Bernstein (at the Stanford Court Hotel in San Francisco).

* The Concept of a Star Alliance “Citizens’ World Peace Television and Radio Network(TM)” is first developed. (DuMont recalls the idea “flashing” while shaving at his parents’ home in Piedmont with the thought immediately following: “What a privilege to be involved!”)

28 July 1986, Star Alliance receives initial determination of U.S. Internal Revenue Service tax-exemption.
(August): First formally scheduled Declaration signing ceremony, with Star of Peace Award winner ("Familia Baez") Dr. Albert V. Baez at the Strauss founder's statue of the Golden Gate Bridge. (Please see photo album for pictures of this and many other events).

1987

The first substantial donation from our Star Alliance "Angel" in San Francisco, then followed by several more generous installments from the same donor in 1987 and 1988.

The first permanent Star Alliance offices are established first at 942 and then at 988 Market Street in San Francisco (The Warfield Building).

The striking Star Alliance logo is developed drawing inspiration from a model by San Francisco flagmaker Steve Tyson which we later see displayed and purchase from a Telegraph Avenue, Berkeley street merchant. The model consists of a single star with seven, straight, horizontal and rainbow-colored slats. Trademark Attorney Peter Franck recommends greater "complexity" for trademark protection. Graphics Artist Phil Hill (who is relocating in the Bay Area from England) gives discount rates and develops the unique "Arc of the Rainbow Stars" in close coordination with the Star Alliance team including Peter DuMont, Ernie Siravo, Katherine Hanna and Mark Woodward.

* The first Star Alliance flags are manufactured and used in San Francisco at the 50th Anniversary of the Golden Gate Bridge (This event is covered by saturation international media) along with a large banner by Charles Lobdell proclaiming: "We the People will create a STAR ALLIANCE Television and Radio Network."

* Our name and flags are also used prominently on a joyful boat-ride celebration promoting the Citizens' Peace Declaration for Star Alliance members and the Foreign Consulate Community of San Francisco. Invitations with our name, logo and Declarations are mailed to some sixty national consulates with a request to begin conveying the Declaration to their home governments as well.
1987, Cont'd.

* Rays are added to the Star Alliance logo (DuMont) to complete the image and reinforce the "Unity in Diversity" theme.

* Using the logo, Yale graduate/volunteer George Wooley skillfully precipitates one of the most succinct statements of purpose from Star Alliance Co-Founders DuMont and Siravo: "Radiating Unity — the Happy Integration of Diversity."
[A complementary candidate is DuMont's breezy if extravagant: "Happiness for All."]

Star Alliance serves as a central sponsor and facilitator for a cooperative inter-group conference: "The Challenge of Peace" held at the University of San Francisco.

* Weekly "Star Alliance Show" television and radio series begin. Television shows are produced initially by Ernest Siravo, using cable access facilities at Channel 25 in San Francisco. DuMont and Siravo share frequent guest arrangements and hosting duties. Later this year part-time staff producers (TV: Azarra; Radio: Dunne) are hired who continue through the Spring of 1988.

6 July 1987: Star Alliance receives a favorable ruling from the IRS allowing large concert-broadcasts. The exemption will be maintained under the following agreed conditions: We hold the concerts "occasionally" as fund-raising and educational events. "Educational" means "relating to instruction of the public on subjects useful to the individual and beneficial to the community." We shall distribute literature to each concert-goer, outline our goals at the start of shows, and attempt to use volunteer labor and obtain performers for "expenses only."

The catalytic Star Alliance citizens' Peace Declaration is constantly refined by integrative author Peter DuMont. San Francisco graphics Artist Patsy Faragher donates the initial color Declaration design using Phil Hill's outstanding logo.

Large color editions with new celebrity endorsements added (Pease see complete list of early VIP endorsements) are sent to President Reagan and General Secretary / President Gorbachev prior to each summit meeting throughout these early "Star
Alliance" years (1987—1990). Each one is accompanied with a thoughtful and encouraging personal letter composed by DuMont. During this time the Cold War ends, a stunning collective achievement thought previously unthinkable in this time frame.

1988

Weekly television and radio shows on Quality-of-Life Media (TM) themes continue through 1990, Co-produced once again after June '88 by Siravo and DuMont. Among our Star Alliance guests ('87-'90): A representative from the Russian Consulate; the Turkish Consulate; Ceramic artist Ms. Carolyn Marx' on her famous Peace Wall(s); Dr. Linus Pauling; Dr. Albert Baez; guitarist Carlos Santana; Peace Corps volunteers; The Commonwealth Club and The World Affairs Council; CARE International; The Institute for Noetic Sciences; a KQED (PBS-TV Affiliate) Christmas Gala; The Turtle Island Quartet; KPIX (CBS Affiliate-TV) Public Affairs Director; the World Federalists; UNICEF; William Mandell ("Inventor of the talk show"); actor Johnny Weismuller, Jr.; and "Beyond War" [now The Foundation for Global Community].

* During this year we also develop the first Star Alliance concept/business plan book which includes broad invitations to participate in our World Unity Concert-Telethon ideas and "Round the World Flight(s) for Peace," promoting "Global Declaration 2000." Many such books are distributed ad hoc at the Academy Awards ceremonies in Los Angeles. Declaration development and promotion is ongoing (Please see VIP signer list) and Star of Peace Award recipients list.

1989

Continuing weekly television shows; Declaration promotions; Pre-Summit packages to the White House and Kremlin; "Unity Day Around the Bay."

Star of Peace Awards are presented to Presidents Reagan and Gorbachev on behalf of the "Peacemaking Peoples of the United States and the Soviet Union" (on the occasion of the
Intermediate Nuclear Forces or INF treaty signing in Moscow). The Awards are conveyed on our behalf by "Women for a Meaningful Summit." President Reagan acknowledges with a nice letter, and during the post-summit new-conference telecast, President Gorbachev quotes a famous Russian poet as saying: "If the stars light up at night, somebody must need them."

1990

A sparkling Star of Peace Award dinner, Declaration signing, "Savina" chorale concert and reception is held for pioneering Russian T.V. journalist Vladimir Pozner. Pozner publicly signs the Star Alliance peace declaration at the Fairmont Hotel dinner in his honor, and additional celebrity signers Joe DiMaggio and Rudolph Nureyev join in signing at a private reception hosted by Lia Belli at the Mark Hopkins Hotel afterward attended by Apple Co-Founder Steven Jobs and other VIPs.

Star Alliance writes an important early letter of invitation to President Gorbachev and promotes various activities supportive to his historic first visit to San Francisco. Skywriter Sandy Skolnik donates his plane to announce "Hail Mikhail, Star of Peace" in lights over the San Francisco night-time sky. Artists Charles Lobdell and Bruce Stamm collaborate on a beautiful commemorative painting for President Gorbachev, showing rainbow light from a heavenly Arc of Rainbow Stars breaking through the Brandenburg Gate in Berlin. San Francisco jeweler Sidney Mobell lends a commemorative Golden Gate Bridge clock for presentation at the Golden Gate Bridge. Although the Golden Gate visit is canceled, upon returning, President Gorbachev acknowledges our multiple efforts with a warm, grateful letter c/o the Russian Ambassador to the United States. The Star of Peace Award is presented to President Nelson Mandela (c/o staff) at a dinner in Oakland during his historic "Victory Tour." Many participants sign a commemorative edition of the Star Alliance Declaration in his honor.

The Honorable Ronald V. Dellums becomes the first U.S. Congressman to sign the (still-evolving) Star Alliance Peace Declaration.
"Star Alliance Limousines:" First activities are initiated by Ernest Siravo in unofficial conjunction with Associated Limousines of San Francisco.

* The Declaration of Ideals: Following previous Peace, Freedom and Friendship Declaration themes and titles, DuMont begins initial development of important new "peace ideal" themes: "Universal [Mutual] Respect, Goodwill and Responsibility;" and "Universal Alliance" in commitment to these ideals.

Declarations and consultative letters are faxed to President Bush, the entire United Nations Security Council (all 15 member nations), King Hussein of Jordan and others during the Gulf War Crisis. President Bush is observed emphasizing coalition-building over unilateral action, and within days of our fax to King Hussein (c/o the Mission of Jordan Mission to the United Nations), His Majesty calls a special news conference and gives an impassioned appeal for renewed peace efforts which clearly reflects these universal Star Alliance themes.

* "Star Alliance Global Goodwill Tours" begins, spearheaded by Ernest Siravo in conjunction with Highlight Tours, a San Francisco start-up tour company. A conversation on joint use of the name Star Alliance to promote the charity begins.

Co-Founder Peter DuMont re-matriculates at the University of California at Berkeley, majoring in "Peace and Conflict Studies."

* Co-Founders Peter DuMont and Ernest Siravo tour United Nations Headquarters, New York. We present large mounted Star Alliance Declarations to Mr. Washburn at the Secretary General's office; and to U.N. Ambassadors or other officials of Russia, Canada, Japan, Mexico, Jordan and Yugoslavia.

* The name "Star Alliance Global Foundation" is introduced.

Joint promotional marketing is agreed upon by Star Alliance and
Highlight Tours. Star Alliance Tours, acting as a broker-promoter, advertises Highlight San Francisco Tours. Star Alliance tour brochures, telephones (office, cell and pagers), Yellow Pages listings, fax, computers and a Star Alliance Global Goodwill Tours bank account (94-95). Star Alliance Declarations are distributed to tourists visiting San Francisco from all corners of the world. Guest records are begun with contact information, group photos, etc. for future communication and participation worldwide. Response letters are saved and sorted.

1993

A Star Alliance Global Goodwill and Peace Concert is held in San Francisco, featuring "The Odessa Trio" of Kansas City and Moscow. The Russian-American friendship production is professionally videotaped for later broadcast by Rocket Labs at stunning St. Mary's Cathedral, and dedicated to the memory of pioneering inter-denominational philanthropist Melvin Swig. The Star of Peace Award is announced for Mr. Swig and Family, and presented additionally to the remarkable, courageous Zykov Family of Russia and America.

* The name Universal Star Alliance Foundation (TM) is introduced. This name variation further promotes the mission of the foundation by standing for the ideal that "Everyone Can Be A Star" (TM). It co-exists with the short name that forms the essential fanciful trademark "Star Alliance," which denotes those individual, organizational, governmental and business/corporate members that are already committed to the foundation's ideals and working sincerely to realize them in their lives. Star Alliance Global Trade Mission name is introduced by Ernest Siravo on an experimental basis.

Ongoing Tours of San Francisco. Declarations and letters to President and Mrs. Clinton (since before he first took office).

1994

Policy advisory on Bosnia (check date)

Star Alliance Goodwill Tours, Declaration development and initial research on Declaration results.