

Background on Establishment of Sedona Collaborative Enterprises

After a couple of decades of experience with the U.S. Department of Housing and Urban Development (HUD), local government and non-profit organizations as a disaster relief specialist and a community economic development specialist, I began producing large-scale development training and community empowerment events in 1990. They served up to 1,800 participants and featured world-class trainers and authors such as Norman Vincent Peale, Les Brown, Jim Rohn, Brian Tracy, Mark Victor Hansen, Bonnie St. John. (www.candoresourcecenter.com)

As a result of the success of those events, I attracted millionaire sponsors who encouraged me to create a cause-oriented company. In 1998, I founded E.A.G.L.E.S. Limited Liability Company to foster Empowerment, Achievement, Growth, Leadership, Enlightenment and Success which has morphed into Ultimate Destinyland™.

In February 1999, I attended the first of over a dozen week long training programs in entrepreneurship through Income Builders International which is now known as CEO Space. Through participation in that lifetime membership program, and membership in other organizations, a team began to come together with a shared vision of helping publish, produce and distribute programs, products and services to help individuals, organizations and communities realize more of their potential.

Several of us read *The Trillion Dollar Enterprise* by Cyrus Friedham which is all about the power and effectiveness of strategic alliances. As a result, our team began exploring individuals and organizations we would most like to form alliances with. That's when we started joining organizations such as World Business Academy, Social Venture Network, the Institute of Noetic Sciences (IONS), the Institute of Heart Math, Spirit In Business, Association for Spirit at Work, the International New Thought Alliance, the Association for Global New Thought, the Foundation for Inspired Learning, etc.

Through attending dozens of conferences, seminars and workshops over several years in the US and Switzerland, we have connected with many individuals and organizations who share our vision and mission of fostering empowerment, enlightenment, transformation and conscious sustainable living. Many of them have expressed an interest in being involved in one or more of these projects in Sedona, especially in our educational programs, a Sedona area retreat center and or intentional community. Many of these individuals have also expressed various levels of interest in financially supporting the particular programs and organizations represented within the initial scope of Sedona Collaborative Enterprises.

Over the past 4 years, our Ultimate Destinyland team has invested thousands of hours (and over \$150,000) acquiring training, strategic alliances, hardware and software for publishing, electronic publishing, marketing and Internet marketing. We have produced dozens of innovative new programs and products that we are now ready to market, primarily through our affiliated non-profit organizations. Many of the training programs that we attended, recommend and can provide access to through the Collaborative are featured at www.UltimatePublishingAndMarketingResources.com.

We have raised a few hundred thousand dollars from our cofounders and partners, AND we have turned down 20 and a half million dollars from investors who did not really share our vision and mission but were only interested in the potential return on their investment. In recent years, we have learned about two relatively new models that we are exploring.

One of them is a Direct Public Offering (DPO), an equity capital generation strategy that provides more maximum benefits to the company and its shareholders than a typical Initial Public Offering (IPO) at a fraction of the cost. An example of a DPO was when Ben and Jerry's invited their customers to buy shares directly in the Company.

Recently we learned about the significant advantages of a Series Limited Liability Company or Series LLC. This organizational model allows various projects to be combined within an umbrella LLC. The advantages include economies of scale, greater efficiency, lower annual filing fees, and the ability to insulate each project from any potential negative impact if another project experiences financial or legal problems. (Disclaimer: I am not an attorney and have only provided the briefest possible description of a Series LLC because it is one of the 6 major facets of Sedona Collaborative Enterprises infrastructure.)

More recently we have learned about a new Public Benefit Corporation model where the Company is founded more for a cause or purpose than just making money. They like other cause-oriented companies focus on the 4 Ps of Purpose, People, Planet and Profit.

Ultimate Destinyland is presently exploring the possibilities of converting the company to a Benefit Corporation and or transferring any assets to an international not-for-profit that could substantially accelerate accomplishment of our shared vision of Expanding the Circle of Success by establishing an international network of Community Economic Development Empowerment Resource Centers as described at www.UltimateSuccessPuzzle.com . All of the local Centers would help facilitate the delivery of successful living skills training resources such as those described at www.SuccessfulLivingSkillsForThe21Century.com.

The strategy we are presently exploring would provide reasonable compensation for our existing shareholders and team members who have developed what we refer to as the Ultimate Strategic Marketecture™ (www.usmark.org) that we sincerely believe has a billion dollar potential. We are willing to let most of that potential wealth benefit the world more effectively through a new Benefit Corporation, through a DPO and or through conveyance of the intellectual properties and strategic alliances we have created to an international NPO that can produce ultimate positive global impact in the shortest possible time frame.

The very recent evolution of the web site at www.usmark.org represents yet another possible way to accomplish our shared vision of helping establish 10,000 Community Economic Development Empowerment Resource Centers and Centers for Successful Living by 2012. Through years of research and participation with experts in various

fields of program and product development, marketing, promotion, distribution, Internet marketing, etc. we have connected with dozens of experts in areas that could generate massive acceleration of our success if they become fully engaged in a co-creative way.

In addition to some of the world's top Internet marketing experts, they include experts in obtaining major media coverage such as Steve Harrison, experts in obtaining strategic alliances and corporate sponsorships with major NPOs and their funders such as Brendon Burchard, experts in generating corporate partnerships in publishing such as Matthew Bennett and his training on "selling books by the truckload", etc.

The new vision we are exploring is inviting all of these experts and recipients of the Ultimate Destiny Hall of Fame Award to join us as cofounders of the possible new Benefit Corporation and or to participate as cofounders of whatever company we launch a DPO for. That way, rather than our having to invest additional hundreds of thousands of dollars for additional training, our new collaborative project/company would be cooperatively owned by everyone involved and our joint venture would serve as yet another powerful success story for collaboration, strategic alliances AND for the training programs offered to the public by our partners, thus they enjoy manifold benefits.

I also want to provide an overview of the present CENTER SPACE and Ultimate Destiny priority activities that relate to Sedona Collaborative Enterprises. When we conducted months worth of visioning and strategic planning for the Ultimate Destinyland business plan and then developed an Investment Marketing Memorandum that could generate up to five million dollars for the Company, we identified five primary target markets. They include: United Way Agencies, Community Development Corporations, Community Action Agencies, Public Housing Authorities and New Thought Centers.

As part of our marketing strategy, we have produced award-winning Community Development Resource Centers for each of these areas. We have also developed a Strategic Implementation Matrix for each of these target markets. For example, the web site at www.UltimateSuccessPuzzle.com presents the strategy we have developed and are now launching to establish the network of CED Empowerment Resource Centers through all of the five target markets. Almost all of these target markets receive funding from HUD which has recently allocated billions of dollars for related program activities.

The web site at www.UniversalCenterForSpiritualLiving.org presents our strategy for enfolding the programs and products from CENTER SPACE, Ultimate Destinyland, and our strategic alliance partners within the new global campaign to help introduce 100 million people to the principles and practices known as New Thought.

The latest strategy is to provide a Central Online Resource Center for Successful Living Skills (www.successfullivingskillsforthe21century.com) that encompasses about 40 years of experience developing the University for Successful Living™ and (mostly) successful local models for Centers for Successful Living™.

The new initiative of course also features the hundreds of intellectual properties created by CENTER SPACE, Ultimate Destiny and our strategic alliance partners. We are just

now beginning to share these resources with United Ways, initially by participating in the United Way of Verde Valley's present focus on enhancing Lifelong Learning.

So back to the concept for Sedona Collaborative Enterprises . . . The motivation, in addition to our being sincere proponents of strategic alliances, collaboration and mastermind is to:

- (1) Help co create a Sedona based vehicle for collaborative enterprises that would facilitate the matching of local residents needs for help developing, producing, marketing and distributing books, music, art, seminars, workshops, etc. with resource providers who have the expertise they need.
- (2) Help further the ongoing success of CENTER SPACE and Ultimate Destiny by being able to share the resources we have available to help others and the needs we have that others could help with in mutually beneficial ways.
- (3) Have a comprehensive "strategic infrastructure" in place that provides multiple ways for co-creative participation that we can share with potential cofounders, co-producers, and investors all over the world.

The basic objective is to enhance the potential success of each of the individual project components by delivering them within the synergistic collaborative model. For example, developing and delivering our educational programs through our own retreat center facilities that also serve as an economic engine for one or more intentional communities will enhance the possible ultimate success of each project component. Also by co-creating an infrastructure that allows each potential participant to pick and choose what program components they become involved with and or invest (time, energy and or money) in will result in greater success of our Master Fundraising strategy.

In addition to holding initial introductory meetings to introduce Sedona Collaborative Enterprises, we will launch an international public awareness campaign including periodic news releases through PRWeb and other media outlets. And we will share the vision and the opportunity to participate by attending, making presentations and buying booths (where available) at conferences such as NAHRO (the National Association of Housing and Redevelopment Officials), Social Venture Network, World Business Academy, LOHAS, New Thought organization conferences, CEO Space, etc.

We will also utilize resources such as our web sites, blog sites, ezines, seminars, workshops, etc. to help introduce the Collaborative. And as we begin to produce and promote larger events with well known presenters in Sedona (and through Northern Arizona), we will prominently feature Sedona Collaborative Enterprise as a lead sponsor, have a display booth and distribute marketing materials on the Collaborative.

Thank you, if you have read, or at least scanned this document. I felt it was important for me to provide this level of more detailed background information for any potential major co-creators and possible investors who will especially appreciate the details.

For more information, call Charles Betterton at 928-284-2671 or send an email to sedonacollaborative@gmail.com . www.sedonacollaborativeenterprises.com