

Collaboratively Envisioning and Manifesting StewardHeirShip™ of Soda Springs Ranch

(Exercises completed as an example by Charles Betterton)

(For more details on the property and this process, please see www.stewardheirship.info)

Ten positive things I would like to see happen and help bring forth within the next 5 years:

Please list the top ten priority developments, accomplishments, manifestations, etc. you would like to have materialize at, for and through Soda Springs Ranch within the next 5 years. They may be any combination of physical, environmental, or financial matters concerning ownership and operation of the property, programs, projects, organizations, etc. Please complete the exercise without considering whether the funding required to bring forth your idea is presently available. Thank you for your participation!

1. I would love to see the “**Divine Design**” for the highest and best use of the property to be revealed and realized, partly by asking “What is Spirit’s vision for it?” AND “What does the land desire?”
2. Soda Springs Ranch could serve as an example of higher conscious **Collaborative Enterprises** where like-hearted individuals and organizations come together, cooperate, collaborate and cocreate something in the highest and best interests of all concerned. (<http://www.sedonacollaborativeenterprises.com>)
3. **StewardHeirShip™** of the property could be accomplished as a **Community Land Trust** (http://en.wikipedia.org/wiki/Community_land_trust)
4. The property could be a wonderful model of an experiential educational demonstration “**Center for Conscious Sustainable Living**” (<http://www.centerforconscioussustainableliving.com>)
5. The ranch would make an excellent location for an **intentional community** (<http://www.ic.org>), ideally one with a service orientation that includes stewardship, sustainable living and spiritual values.
6. The ranch could serve as a **Center for Spiritual, Personal And Community Enlightenment** offering seminars, workshops, retreat center programs, etc. (<http://www.centerspace.com>)
7. The property could be acquired and operated as a model community based on **New Thought** principles and practices (<http://www.newthoughtuniversity.org>)
8. The property could serve as a “campus” for a **StewardHeirShip™ University**, incorporating Service, Stewardship, Sustainable Living and Spiritual principles and values (<http://www.stewardheirship.com>)
9. Acquisition, development and operation of the property could be accomplished by a new **Benefit Corporation** (http://www.cedbcorp.com/benefit_corporation.htm) that could demonstrate the significance of that new cause-oriented company model and utilize the Equity Crowd Funding provisions of the JOBS Act to generate up to a million dollars a year for innovation, collaboration, job creation and sustainability.
10. The property could be maintained as a **Sacred Sanctuary and Wildlife Refuge** that would demonstrate love, appreciation and respect for all life forms including the land, they that dwell upon it and all those who visit it for inspiration, rest, renewal, regeneration, etc.

MAJOR OBSTACLES THAT WOULD HAVE TO BE OVERCOME FOR THE REALIZATION OF MY VISION FOR SODA SPRINGS RANCH:

Generating and or attracting funding required to acquire and operate the property plus any needed refinements

Addressing and possibly incorporating the many divergent and potentially competing visions that presently exist of how to use the property for individual and or organizational purposes

Resolving potential issues with rezoning the property if that is required for its “repurposed” use

The need for “Clarity of Vision, Definiteness of Purpose and Appropriate Attitudes and Actions”

CREATIVE , CONSTRUCTIVE STEPS THAT CAN BE TAKEN NOW TO OVERCOME THESE OBSTACLES AND FOSTER OUR ULTIMATE SUCCESS:

Enter into collaborative processes to discern if there is or could be a shared vision of the highest and best use of the property by several interested individuals and or organizations

Brainstorm possible uses of the property that could help attract funding, strategic alliance partners and generate revenue that could go toward acquisition, management, development and operation

Brainstorm possible funding sources that could be used to acquire and or operate the property such as shared ownership, grants, donations, program related investments, equity investments, formation of an LLC, Community Land Trust, Benefit Corporation, etc.

Cocreate an effective Crowd Funding campaign on 1 or more platforms including videos, details on the collaborative process, envisioned mutually beneficial uses of the property, etc. and valuable rewards that can be delivered even if the property is not acquired through this process.

THREE PRIORITIES I AM WILLING TO TAKE A STAND FOR:

1. **Collaboration, Cooperation and Cocreation.** Participating in those processes including offering to share resources for cocreative visioning, strategic planning, community and economic development, event production and promotion, fundraising, strategic alliances, marketing and distributing , etc.

2. **Community Economic Development (CED)** Sharing the principles and practices of CED that include Self-help, Empowerment and Capacity-building (<http://www.cedbcorp.com>) along with examples of award-winning prototypes for similar projects.

3. **StewardHeirShip!** Seeking inner Wisdom and Guidance along with individual and collective prayerful discernment to discover the highest and best possible stewardship over the property in ways that bless, serve, educate, empower and enlighten as many people as possible and honor the sacred property.

ACTION STEPS I AM WILLING TO TAKE:

Continue to explore collaboration, develop interim surveys, web site(s), help identify additional potential “stakeholders”, etc.

Continue to communicate with and share this vision with fellow members of Social Venture Network, World Business Academy, Institute of HeartMath, IONS, Association for Global New Thought, International New Thought Alliance, Fellowship for Intentional Community, etc. where I have been inviting their participation in such projects in the Sedona area for over 10 years.

Offer my services in cofacilitating cocreative visioning and strategic planning (if there is sufficient interest) and helping develop a Business Plan if one is needed.

Dedicate time, energy and money in support of this process of discerning and helping manifest stewardheirship of the property including offering 1 or more of our non-profit organizations and or cause-oriented companies to serve as an interim organizational vehicle for the project.

Donate or provide access to equipment, training programs and processes, hardware, software, contacts and other resources that could help facilitate the envisioned collaborative and cocreative process.

Offer to help sponsor MeetUp Groups, publish Constant Contact newsletters and surveys, help design and deliver teleseminars and workshops, help produce and market community outreach programs, help develop and implement public relations campaigns, etc.

Help develop a Master Fundraising Plan for generating grants, donations, contracts and Program Related Investments and help develop and implement strategies for attracting strategic alliance partners and equity capital.

Your Name: Charles Betterton

Date: January 7, 2014

Your preferred Contact information: Email or phone at 928-554-4715

Blank Visioning Forms are available at <http://www.stewardheirship.info>. Please return your completed Visioning Forms to Charles Betterton, 115 Red Fox Lane, Sedona, AZ 86351 or by email to ceo@universalstewardheirship.com Phone: 928-554-4715