

USA VALUES, LLC Executive Summary

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Link to Highlights <http://www.usa-positive-expectations.com/FTFRTFT-EXECUTIVE.html>

Parroting -- \$500,000 PVofPE-Prek for the cost of \$10,000!

Link to <http://www.usa-positive-expectations.com/PVofPE-Prek.html>

Business Knows and Must Have Public Education's Acknowledgement that PVofPE-Prek is First Things First!

Can you imagine our Nation's turnaround to Proficiency is this simple!

**Start High Quality Change with First Things First
Right the First Time (FTFRTFT)**

The Public Service Message every word is important.

The Truth, Without the gift of Early Reading Skills all children are behind before they even start kindergarten. The Gift, Only an individual gift delivers early reading skills at age 2, 3, 4 and 5. This gift is the key to opportunity. It is society's best (effective and lowest cost) approach to preparing the most at-risk to want opportunities, choices and engagement. The Focus, When 100% of the children start kindergarten ready to read English the urban school has excess resources to meet the larger requirement. K-12 Schools are vested but not funded in the goal of 100% readiness.-

Essentially K-12 school districts have all the New Money they need to jumpstart proficiency when they act to deliver early reading skills First Thing First age 0-6. This will start to create savings and innovation based on professional high quality constraint management around kindergarten readiness defined within the district.



Key issues

1. Veteran Role inserted into the economy acts like cold hard logic and backbone, prompting business to advocate, sponsor, promote and advertise using the PSM as background. The veteran's business design needs all the affiliate help it can get. It sells advertising and advocates for early reading skills delivered FTFRTFT as the major part of a pre-k to grade 12 high quality innovation.

The power of the FTFRTFT message sent from Multinationals, largest businesses, less large, regional, local and main street should become overwhelming. They are to be approached for a yes or no; if we are serious, maybe is not to be accepted. Business cannot pass on the issue of understanding PVofPE-Prek. \$500,000 for the cost of \$10,000 is a most reasonable expectation; it is true and understates the expectation one size fits one because nobody would accept less.

2. Business knowledge of PVofPE-Prek leads to the conclusion that business has FTFRTFT concepts to share with K-12 making quality constraints FREE, without TEARS and the basis of expected savings and innovation.
3. School district knowledge of its method to create continuous improvement based on early reading skills delivered will be improved. Can the district save money year by year as the "100%" cohorts grow into the majority of the K-12 attendance? Yes they can!!! How much can they save and innovate? It has to be assumed, to start, that title I, special education funding and the proficiency goals will stay the same on a per population basis so that all the savings stay in the district when earned.

We urge superintendents to see this as simple, in the leadership of the district. The district will commit to improve readiness by say 50% and drive savings and innovation by 25% (say half). Each district is different, these percentages could be; 80% and 30% or, 20% and 15%. But the money saved by readiness overtaking the status quo remains in the district year by year. The savings will generate from reading skills that arrive as new inputs, less grade retention, and less special education among other cost improvements. Once the loan is paid the balance of the growing savings become available and cascades for innovation.

"School Districts can have this 100% delivery of at risk children by THEIR METHOD of High Quality FTFRTFT Continuous improvement AT NO EXTRA COST."

4. Pre-k is a new industry that must guarantee the readiness of the child, one size fits one. Our new business has to drive to a guaranteed ready delivery by the pre-k industry to the benefits of the most at risk kids and the community. We assume the pre-k industry will rise to deliver

the children ready to the district's requirement. They will grow to be comfortable guaranteeing the delivery.

5. New Money is the door to be opened with superintendents that address their issues on their terms of staying in business, savings and innovation. Districts and financial institutions can proceed to create the new money via a loan. It is paid back via savings. Multinationals have the position and the saved earning from 2004 and future repatriation to provide the loan guarantees to start, so districts can plan on the available money. The creation of new money via debt and then near debt for school districts is jumpstarted by business. Bridge loan guarantees that should cost nothing can be established as soon as the superintendent sees how easy it is to leverage early reading skills delivered. Those in power over the new money are being allowed to go home without getting the job done for business or the kids at the local level. This source of money might become so simple; already deined as a credit default swap supported from and by lawful "equity" reserve capacity.
6. It is through the inserted executive veteran entrepreneur in the advertising media market that we have the positive expectation, the PVofPE-Prek, to bring business together with K-12 districts. It puts the positive expectation in place at no cost beyond startup. The PSM is for everyone and every organization in the area. It is critical to be ready to read. This is a FTFRTFT Change that pays for itself.
7. Push back is expected; from the business because they don't want to intrude, from the district and pre-k industries because the logic of quality is free is not well known within the public sector. Replication of this veteran insert will follow location by location if just the businesses starts to advocate PVofPE-Prek and tell their stories of FTFRTFT positive result. Leveraging the TOC Quality Professional is assumed and they exist everywhere to help with the adaption of knowledge to create the district's unique method of continuous improvement.

Our one concern (positioning ourselves as intrusive); will show itself in each new territory / area we address. The national companies aligned, the local fight crime and mission readiness organizations can help us feel less intrusive as we ask companies to tell their stories about FTFRTFT.

There is no end to the affiliation process. (B to B media kit) Anyone who has a FTFRTFT story for public education is on the list of advertising prospects. The web site is a gathering of many interested parties and we welcome your interest. <http://www.usa-positive-expectations.com/> and <http://www.usavaluescoupons.com> .

Everything you need to know to advertise or affiliate with the business or message is linked from the content of the home page.

PSM and everything local / online
required to stay in business
www.usavaluescoupons.com

No Choice business, organization,
church, effective citizen,
government, understanding and
leverage to benefit young at risk
children using unused assets.
Including: urls, stories, guarantees,
trust reserve banking, and others

School District understanding of
high reward commitment to ERSD-
RA on demand via a sticky mentor
for child and mom under contract
with the district

Veteran supported by
Business to Consumer and
Business to Business Advertising and
Promotion of the Public Service Message.

Create local surge in reading skills
because of veteran growth and
opportunity. Grow the economics,
education, emotions and ethics
using entrepreneurship. Focus the
local individual investment in the at
risk, others and self.

PVofPE-Prek and FTFRTFT thinking
via TOC, new money, new
commitment, self serve via values,
character, assets and attributes to
innovate save and pay back