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December 6, 2004

Specimen Correspondence To CEO's

Dear CEO:

We have worked hard to ensure that you may find the attached correspondence visionary and value-adding, and we would appreciate the opportunity to discuss its enhancing your bottom line.

Its gist is that the CEO gives some or all employees, etc. an elegant gift, appropriately named, "Attaining American Dreams !!!!! TM," that reflects well on the CEO and company, and that helps accomplish - for even the best or most technical of workforces - a number of CEO and company objectives.

Its early clients include the U.S. Air Force and Hitachi, and among its many inspiring life- and Attitude/Knowledge/Action™-enhancing benefits (see Gift Benefits, in the attached correspondence), it

- Uniquely provides critical insurance benefits with respect to workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc. - **uniquely helping prevent multi-million-dollar judgments**, including liability resulting from forcing employees through anger management courses - which can ~~MAKE~~ people ~~ANGRY~~,
- Provides all "mandatory" (= 1 litigation avoidance and 2 productivity increasing) training - plus your usual company training, to the extent desired - on self-paced, employee time, and in one, uplifting, synergistic vehicle, which overcomes much of the "human nature-based" resistance to forced training,
- Provides employee certification modules for insurance, litigation, etc. purposes - and saves the cost of / provides a better alternative to outplacement, diversity training lecturing, tolerance training lecturing, anti-alcohol and other drug training, anti-sexual harassment and other discrimination training, etc.,
- Fosters Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others, including potential customers and peers, providing "thousands of insights and strategies for better business and personal lives™," "facilitating majestic take-offs and proficient landings amidst change™" - with remarkable, value-adding implications, and
- Provides much else - for example, Asset Protection Strategies™ - both business and personal.

As if this were not enough(!), its ambitious goal was that it be the most impressive resource in any culture on how to plow through fears and other obstacles and attain dreams, however defined, business and personal = the (until now!) missing American Dreams resource - turned loose on the host of problems CEO's and all other individuals face in their business and personal lives.

With best wishes,

Sincerely,

o/s

Darrell Berglund

GDB:am
Attachment

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December 6, 2004

Specimen Correspondence To CEO's

Dear CEO:

Executive Summary

I am pleased to announce the advent of an elegant gift the CEO gives some or all employees, layoffs, fires, retirees, customers, etc., that reflects well on the CEO and company, and that helps accomplish - for even the best or most technical of workforces - a number of CEO and company objectives - including enhanced bottom-line performance.

Early clients include the U.S. Air Force and Hitachi, and the resource is by a Harvard MBA/JD - and includes what was not(!) taught there.

Fostering Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others, including actual and potential customers and peers, it provides “thousands of insights and strategies for better business and personal lives™,” “facilitating majestic take-offs and proficient landings amidst change™” - with some remarkable, value-adding implications.

It also uniquely provides critical insurance benefits with respect to workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc. (see below) - regarding which, it offers better, more realistic, more uplifting solutions (see below) - even uniquely allowing “Camouflaged-Target Courses”™ for employees who worry you (= they don't know they are the course target).

Plus much else - for example, Asset Protection Strategies™, both business and personal = a resource within a resource, and the complete strategy classic, “The Art Of War,” by Sun Tzu - the gift provides all “mandatory” (= 1 litigation avoidance and 2 productivity increasing) training - plus your usual company training, to the extent desired - on self-paced, employee time, and in one, uplifting, synergistic vehicle, which overcomes much of the “human nature-based” resistance to forced training.

It also provides employee certification modules for insurance, litigation, orientation/re-orientation, employee satisfaction, and enhanced “Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others” purposes (see Gift Benefits, below).

The company actually makes money from giving the gift, “given what it can do and depending on you,” the recipient - while also saving the cost of, and providing a better alternative to, both outplacement and diversity training lecturing, and while saving the cost of anti-alcohol and other drug training, anti-sexual harassment and other discrimination training, etc..

As if this were not enough(!), its ambitious goal was that it be the most impressive resource in any

culture on how to plow through fears and other obstacles and attain dreams, however defined, business and personal = the (until now!) missing American Dreams resource we should have been studying in our schools in addition to the isosceles triangle - turned loose on the host of problems CEO's and all other individuals face in their business and personal lives - given that enhanced Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others are prerequisites for the attainment of all dreams, both business and personal - and those of both CEO's and all other individuals.

It is appropriately named, "Attaining American Dreams !!!!! TM" - given "The American Dream" as a worldwide symbol for attainment - material and other.

Housed in an elegant, valise-style organizer case employed by both Porsche® and Sony®, employees and even their loved ones will value this gift resource (see The Gift, below) the rest of their lives.

The gift's remarkable, value-adding implications include the fact that, again, the company, in addition to making money from giving the gift, reaps critical insurance benefits with respect to workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc. - regarding which, we have better, more realistic, more uplifting solutions. (Workplace violence can happen in even the most docile of workplaces (see below), and a company must do something in order to avoid negligence liability in the event of such violence - which can nullify many months of effort and profits in a flash...xxx...xxx.

Ironically, a company can even be held liable for forcing employees through anger management courses - which can MAK many people, especially many males, ANGRY - particularly in light of the summer, 2003 Lockheed incident in which an employee left a forced class to get his guns and come back killing, and the spring, 2004 brawl during a Maryland high school anger management assembly. We uniquely help an employer minimize the chances of workplace violence liability, even in the context of layoffs, terminations, outplacement, diversity training lecturing, etc. (see below). We also uniquely allow, again, "'Camouflaged- Target' Courses"™ for employees who worry you (= they don't know they are the course target) - and provide an "Employee Early Warning System"™ with respect to poor attitude and/or other problems (even problems outside the workplace which threaten workplace harm), for those who fail to successfully complete the employee certification modules.)

Innovative. Elegant. Mind-stimulative. Mistakes-avoiding. Attitude/Knowledge/Action™-maximizing. Value-adding. A CEO gift to employees that both saves and makes money for your company, in addition to its insurance aspects, because it was designed to do so. (Giving this gift to employees is "sort of" like giving your mother a baseball glove when you are age 8 - but, unlike then, this is a "glove" that can dramatically and encouragingly help **her** as well!)

Indeed, we fortunately realized that people WILL respond to gestures of obvious value - gestures that can help them feel better about themselves, and, therefore - surprise, surprise! - others - and thereby help them attain their dreams - both business and personal - and help CEO's facilitate performance, prevent failure, and achieve corporate objectives.

We also fortunately realized that, whether we like it or not, both remaining and exiting employees are powerful "mini-advertising agencies" - for good or for ill - in addition to their importance as sources of organizational productivity and resultant wealth creation - and that it makes no sense whatsoever to allow them to remain - or leave - on anything other than the best terms possible (- even if they are fired) - especially if there now exists a powerful, money-making resource that can effectively reduce their anger, eloquently point the way, and elegantly benefit all.

As my father used to say to a son who had so(!) much to learn (and still does!), "Darrell, a word to the wise is sufficient!"

But, *"As usual, however, Mother Nature (= "Survival Of The Fittest") requires that you ACT! in order to BENEFIT!"*™

Gift Benefits

In sum, Attaining American Dreams !!!!! TM (see The Gift, below) provides - at minimum - the following benefits...

- Helps prevent multi-million-dollar verdicts regarding workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc. (ironically, forcing people through anger management courses and the like can ~~MAK~~ many people - especially many males - ~~ANGRY~~ - itself resulting in legal liability in the event of workplace violence; we have a better, more realistic, more uplifting solution - and all it takes for there to be workplace violence is for an obsessive suitor or a disgruntled present or former employee to show up and begin killing, in even the most formerly docile of workplaces);
- Provides Asset Protection Strategies™ - both business and personal (= a resource within a resource);
- Provides a better alternative to and entirely saves the cost of conventional outplacement - encouraging resilience and self-reliance at a time in life when people need these most;
- Provides a better alternative to and entirely saves the cost of diversity training lecturing - while advancing diversity - and warmer feelings - through a powerful, common sense, uniting principle - it's about time! - of our all treating each other better as individuals;
- Provides and saves the cost of existing anti-alcohol and other drug training;
- Provides and saves the cost of existing anti-sexual harassment and other discrimination training;
- Allows employees to pursue such training and your training on their own time and at their own pace - associating such training and your training with inspiring training that is sure to please - thereby lessening "human nature-based" employee resistance to training;
- Helps spotlight mistakes even the brightest of people make in their thinking patterns - including facilitating their "revisiting the basics" - even in their inescapable, day-to-day "marketing" of selves to others, including actual and potential customers and peers;
- Provides "thousands of insights and strategies for better business and personal lives™," "facilitating majestic take-offs and proficient landings amidst change™";
- Frontally attacks what it is that holds most people back, whether they be rich or poor;
- Provides common sense questions that can help in evaluating any investment proposal;
- Benefits all who come in contact with it - including loved ones;
- Can help "shark-proof" even retirees, and be an important part of orientation, helping get new employees off to a great attitude start;
- Offers employee certification (for company legal and insurance - and employee satisfaction and learning - purposes) - plus more...
- UNIQUELY allows "'Camouflaged-Target' Courses"™ for employees who worry you - and provides an "Employee Early Warning System"™ with respect to poor attitude and/or other problems (even problems outside the workplace which threaten workplace harm), for those who fail to successfully complete its employee certification modules;
- May even be able to help increase the "self- and others-awareness," and, relatedly, reduce the anger, of a spouse, boyfriend, etc. who might otherwise cause disaster at your workplace - which could take many months and millions to overcome - either through what your employee learns from this resource and/or through what the potential culprit learns from it, directly or through your employee;
- Helps build self-esteem and, very relatedly - and in both directions - "others-esteem";
- Helps you "re-jump start" your workforce by helping employees feel better about themselves, and, therefore - surprise, surprise! - others, including actual and potential customers and peers, and by instilling that greater Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others;
- Indeed enhances workplace wellness - with potential related savings - by, in addition to the foregoing, helping keep even outside problems outside the workplace, and by helping employees understand their own and others' behavior better;
- Stands alone as a gift that both saves and makes money for the company, in addition to capturing critical insurance benefits - and providing better alternatives - with respect to workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc....
- ...and more (for example, Attaining American Dreams !!!!!™ contains the complete strategy classic, "The Art Of War," by Sun Tzu, provides audio's of some eloquent speeches, for few attain or even formulate attractive dream objectives who have not been exposed to eloquence - etc.)...

The Gift

The gift, housed in an elegant, valise-style organizer case employed by Porsche® and Sony®, is "Attaining American Dreams !!!!!™," a CD-ROM-based, "Dreams-To-Achievement"™ resource, over 12 years in the making, that provides over 100 hours of value-adding, Business/Life Skills™ consulting from a Harvard MBA/JD (plus what was not taught there!) businessperson, attorney, and consultant - plus employee certification - plus far more - for less than the price of 1 hour of consulting. (Actually, you make a profit from giving it - and from receiving it - "given what it can do and depending on you!")

Inside the organizer case is a letter from your CEO announcing and memorializing the gift, a letter from

our CEO introducing the gift resource and explaining how to navigate within it, its 45+ page (that is not a misprint!) Table of Contents, mail-in answer sheets for the employee certification questions (that can also help the company with respect to insurance and lawsuits) - etc..

Yes we can add customized materials, including some or all of your training, to the CD-ROM and organizer, shifting training to self-paced employee time, to the extent desired, associating your training with inspiring training that is sure to please, and lessening "human nature-based" employee resistance to training - and yes we can provide, in addition, inspiring, insightful, value-adding presentations - but that is what our resource already does!

Critical Information Regarding Workplace Violence - And The Role Of This Resource In Uniquely Protecting Against Same

"It could never happen here" is false, "anti-analytical," and self-delusional - to put it mildly!

All it takes for there to be workplace violence is for an obsessive suitor or a disgruntled present or former employee to show up and begin killing, in even the most formerly docile of workplaces.

If you have done nothing or little to prevent violence, your company will be sued for negligence - and even if you are insured, your rates will rise prohibitively and/or you will become uninsurable thereafter.

If you have forced employees through anger management courses or the like, your company can also be sued for negligence for having done so, given that forced training can ~~MAK~~ many people - especially many males - ~~ANGRY~~ - as was dramatically confirmed in the summer of 2003, when a Lockheed employee in Mississippi exited his forced class to get his guns and come back killing.

When do people not shoot and sue each other? When they are feeling better about their life prospects, themselves, and, therefore - surprise, surprise! - other people - and Attaining American Dreams !!!!! TM UNIQUELY accomplishes this by providing those "thousands of insights and strategies for better business and personal lives™," "facilitating majestic take-offs and proficient landings amidst change™."

And again, Attaining American Dreams !!!!! TM also UNIQUELY allows "'Camouflaged-Target' Courses"™ for employees who worry you - and provides an "Employee Early Warning System"™ with respect to poor attitude and/or other problems (even problems outside the workplace which threaten workplace harm), for those who fail to successfully complete its employee certification modules.

It may even be able to help reduce the anger of a spouse, boyfriend, etc. who might otherwise cause disaster at your workplace - which could take many months and millions to overcome - either through what your employee learns from this resource and/or through what the potential culprit learns from it, directly or through your employee.

How All This Is Possible And The Theory Behind The Gift

Given, we fortunately realized, that people WILL respond to gestures of obvious value - gestures that can help them feel better about themselves, and, therefore - surprise, surprise! - others - and thereby help them attain their dreams - both business and personal - and help the CEO facilitate performance, prevent failure, and achieve corporate objectives,

Given, we also fortunately realized, that, whether we like it or not, both remaining and exiting employees are powerful "mini-advertising agencies" - for good or for ill - in addition to their importance as sources of organizational productivity and resultant wealth creation - and that it makes no sense whatsoever to allow them to remain - or leave - on anything other than the best terms possible (- even if they are fired) - especially if there now exists a powerful, money-making resource that can effectively reduce their anger, eloquently point the way, and elegantly benefit all,

Given, we also fortunately realized, that enhanced Attitude/Knowledge/Action™ and regard for others -

including actual and prospective customers and peers - are indeed prerequisites for BOTH individuals attaining their dreams - however defined - business and personal - AND for CEO's facilitating performance, preventing failure, and achieving corporate objectives - and that if we could enhance greater Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others, including actual and potential customers and peers, our efforts could spell gold, in all senses, for both personal lives and company results,

Given, we also marveled, that in a society that “yacked” so much about “The American Dream,” no one had risked failing at the task of envisioning and creating the amazingly missing American Dreams resource we should have been studying in our schools in addition to the isosceles triangle... ..the resource intended to give people the courage to march through brick walls - and the knowledge, "street smarts," and insights to vault over them in style; the resource intended to frontally attack what it is that holds most people back in life, whether they be rich or poor; the resource intended to empower and inspire any who want to better their individual life circumstances - and are willing to leave behind (at least temporarily) those who keep their dreams alive by never doing them,

Given that your company has a huge investment in its employees, who are indeed powerful “mini-advertising agencies” - for good or for ill - always watching, and always shaping their behavior, including efforts (= your productivity), accordingly - and, in this context,

Given that our gift resource elegantly and encouragingly fosters, in addition to its other benefits, enhanced business and personal lives - via that enhanced Attitude/Knowledge/ Action™, wellness, and, relatedly, regard for others - which can, in turn, enhance your productivity and profits - and vice versa - in a decidedly upward spiral,

Why not create, we reasoned - and this was our ambitious goal! - the most impressive “Attitude/Knowledge/Action™, wellness, and, relatedly, regard for others” resource in any culture on how to surmount fears and other obstacles and attain dreams, however defined, business and personal = the (until now!) missing American Dreams resource we should have been studying in our schools - and turn it loose on the host of problems CEO's and all other individuals face - with some remarkable implications - including helping CEO's keep even outside problems (such as domestic violence and, often related, low self-esteem) outside the workplace...

Conclusion

Given all of the above, what are the chances that nothing in Attaining American Dreams !!!!! TM can help - in both business and personal lives - your company, your employees, their loved ones, and,, hopefully, as we have worked hard to ensure, their CEO (and other executives)!)?!

Respectfully, “None!” So let's do business!

We ask for a small amount of your time in which to demonstrate this resource, that - if we have done our job - can help even wayward teenager dependents, let alone “improvable” employee parents! We will mightily strive to facilitate your attainment of your dreams... ..for at least those few - but value-adding - minutes!

With best wishes,

Sincerely,

o/s

Darrell Berglund

GDB:am
Attachment

"Always skate to where the puck will be!"™

"If you're not a lead sled dog, it's hard to admire your view!"™

"As usual, however, Mother Nature (= "Survival Of The Fittest") requires that you ACT! in order to BENEFIT!"™

"Far from sticking a straw in your milkshake, we strive to bring further, value-adding frosting to your party!"™

"And when that glorious quest **IS** yours, and Failure itself stands irked,
Remember both life's shifting sands, and those whom Fortune has shirked."™

"Happiness is making other people so!"™

Attaining American Dreams !!!!! TM
Some Benefit And Feature Highlights

Some Benefit Highlights	Some Feature Highlights
<ul style="list-style-type: none"> ✓ Reflects well on the CEO and company, while accomplishing corporate goals and benefitting employees - even their loved ones, 	<ul style="list-style-type: none"> ✓ Provides “thousands of insights and strategies for better business and personal lives™,” “facilitating majestic take-offs and proficient landings amidst change™.”
<ul style="list-style-type: none"> ✓ Emphasizes enhanced Attitude/Knowledge/Action™ and regard for others, how to avoid mistakes even the brightest of people make in their thinking patterns, etc., thereby helping the CEO address a number of seemingly intractable business problems - thus <u>saving</u> the company money, <u>making</u> the company money, <u>and even providing critical insurance benefits for the company</u> with respect to workplace violence, layoffs, terminations, outplacement, diversity training lecturing, etc. - helping avoid the chances of disastrous negligence litigation, 	<ul style="list-style-type: none"> ✓ Theme Of The Work! "Happiness is making <u>other</u> people so!"™ ✓ Goal Of The Work! "THE resource that even a CEO will profit from - and then insist that his or her children read."™ ✓ Ethic Of The Work! "You <u>can</u> 'go home again,' if, by how you treat others, you never leave it."™ ✓ Moral Of The Work! "If I take the wings of the morning..."™
<ul style="list-style-type: none"> ✓ Provides a far better alternative to and saves the cost of outplacement, encouraging resilience and self-reliance at a time in life when people need them most, 	<ul style="list-style-type: none"> ✓ Attaining American Dreams !!!!! - 2005 TM consists of the 2005 version of: Attaining American Dreams !!!!! TM Business/Life Skills, Entrepreneurial, And Self-Help Strategies TM ...itself a 1,000+ page resource PLUS the following version 2005 modules:
<ul style="list-style-type: none"> ✓ Provides a far better alternative to and saves the cost of diversity training lecturing, without sacrificing diversity as a goal - by emphasizing the <u>uniting</u> principle - it's about time! - of our all treating each other better <u>as individuals!</u>, 	<ul style="list-style-type: none"> ✓ Anger Management - Curtailing Anger And Violence In The Workplace, Home - And Galaxy TM
<ul style="list-style-type: none"> ✓ Provides an elegant Attitude/Knowledge/Action™, Business/life Skills™, "'You Can Do It!' + 'How, Specifically, To Do It!'"™ resource that employees and even their loved ones can value the rest of their lives - and that can help them in both their business and personal lives - helping keep even outside problems outside the workplace, 	<ul style="list-style-type: none"> ✓ Behavior Management - Avoiding Self-Destructive Behaviors - Drug, Alcohol, Obsessive, And Other TM
<ul style="list-style-type: none"> ✓ Overcomes much of the human nature-based resistance to forced training, even moving training to self-paced employee time, to the extent desired, associating your training with inspiring training that is sure to please, 	<ul style="list-style-type: none"> ✓ Asset Protection Strategies - Business And Personal - From The IRS, Departing Spouses, And Others TM

Some Benefit Highlights	Some Feature Highlights
<p>✓ Includes such additional goodies as <u>Asset Protection Strategies</u>™ - both business and personal - “a resource within a resource” - plus <u>far</u> more - such as how to evaluate any investment proposal through the use of well-chosen questions, the complete strategy classic, “The Art Of War,” by Sun Tzu, and audio’s of eloquent speeches - for few attain or even formulate attractive dream objectives who have not been exposed to eloquence...</p>	<p>✓ Stress/Lifestyle Management - Redirecting Stress Into Striving - And Accomplishment TM</p>
<p>✓ <u>UNIQUELY</u> allows “‘Camouflaged-Target’ Courses”™ for employees who worry you - and provides an "Employee Early Warning System"™ with respect to poor attitude and/or other problems (even problems outside the workplace which threaten workplace harm), for those who fail to successfully complete its employee certification modules.</p>	<p>✓ Communication Management - Getting Beyond Poor Communication - Business And Interpersonal TM</p>
<p>✓ Frontally attacks what it is that holds most people back, whether they be rich or poor:</p> <ul style="list-style-type: none"> • Fears, insecurities, and lack of self-esteem, • Insufficient insight, regard for others, and specific knowledge of how to go about improving their own life circumstances, • Insufficient enthusiasm, resolve, and relentless, "110%" follow-through - and last, but not necessarily least, • The fact that, very often, people just “don’t know that they don’t know.” 	<p>✓ Survival Skills - Corporate, Family, And Yours TM</p>
<p>There is more to this resource, and we look forward to being of assistance!</p>	<p>✓ The Odyssey: From Discovery To Perfection! TM</p>
<p>www.americandreams.com www.americandreams.com/gdb www.americandreams.com/gdb/CV/CV.pdf</p>	<p>✓ Key Attainment Skills Certification - Attitude/Knowledge/Action Business/ Life Skills TM Key Skills Certification TM</p>