

PLEASE NOTE :: THIS MESSAGE IS REVISED TO COMPLETE PRIOR MISSING TEXT ::

DEAR FRIENDS:

Thank you for your kindness and generosity, and for your interest in our conversation this morning. Please, if you have the time, review these three ( 3 ) series of email, and the videos in my website. The idea is to raise significant funds attributable directly to educational institutions. Optimally, this will warrant the signature of celebrity music talent, i.e., Carrie Underwood. With instrument manufacturers and banking sponsorships, collectively, the host institution (a school or orchestra) will benefit, exponentially. Proceeds may be distributed through a proposed partnership with the VH1 Save the Music Foundation, or through retailers such as Barnes & Noble or Borders Books & Music. Barnes & Noble currently manages accessories distribution to CUNY.

Hopefully, we'll be able to talk more in the coming weeks, and discuss how we may mutually benefit with respect to your possible interest in our program. You will notice, as we go along, the "numbers" become exponential, without greed, with the lion's share of the proceeds directly benefiting schools - and with no outlay from the schools. In addition, all entities in the process benefit (financially) and the kids, accordingly, receive free or low cost instruments. Please let's make a time to talk in a coming week to further review our opportunity, together.

Thank you, once again, sincerely for your kindness, interest and generosity.

PS, You may recognize a potential in our proposed VH1 Save the Music Foundation cooperative/partnership. Your ideas and suggestions will be most welcome.

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----- Forwarded message -----  
From: VIC DAVIDSON <victor@dellarossa.net>  
Date: Fri, Jan 30, 2009 at 10:52 AM  
Subject: AFM :: PRESIDENT THOMAS F LEE :: PROPOSAL  
To: presoffice <PresOffice@afm.org>

Thomas F. Lee, President  
New York Headquarters  
1501 Broadway  
Suite 600  
New York, NY 10036  
Phone: (212) 869-1330  
Fax: (212) 764-6134

Dear MR. THOMAS F. LEE:

Gene Tournour has worked with me in the past to introduce to you an extremely generous fundraising program for music programs in education as well as professional band and orchestra. Please review our program with Gene, and hopefully, we will be able to consider the development of a profitable program of employment and contribution to your membership base. As a special note of interest, our program will designed to increase your membership base, and the potential of all members to be employed and productive, as a direct result.

Thank you for your time and consideration in your review of my request for your consideration. Please find herein the proposal(s) as indicated. Also, please note that these proposals are subject to all legal provisions of each entity. As demonstrated, these proposals do not imply any formed or negotiated agreements with any of the named organization(s). Each organization named is a separate and distinct entity and may not be included in any public broadcast to imply any partnership, affiliation or vendor agreement. The information provided is for demonstration purposes only, and for your specific consideration, and should not be reproduced or copied to imply otherwise. Thank you, once again, for your review and consideration of our proposals. Hopefully, we will be able to work together to form productive relationships with the most appropriate organizations available that may cooperate and or coordinate our objectives.

Respectfully submitted and LORD Bless,

VIC DAVIDSON  
(212) 779-4650

FifthTime.Com

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TO LARRY E THOMAS, PRESIDENT
THE GUITAR CENTER FOUNDATION
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Dear Mr Larry E Thomas:

Your vision and accomplishments are exceptional! Thank you for all of your efforts in behalf of our music communities! Please, review my fundraising program which has the potential to raise considerable, that is exponential, even astronomical, funds in the educational system, with specific reference to music! Each year, with my products, we have the ability to raise at least \$300 Million, if not \$1 Billion and much, much, more. Please call me. You will likely have a difficult time disagreeing with my statements.

Thank you, once again, for your time and consideration, and your review of my proposal(s). They are highly confidential, as no agreements with any company or corporation have been legally established, and they are negotiations that may not be made public. This information is for your consideration of the potential of our program, and may not be misconstrued otherwise to demonstrate any partnership or affiliation that is not at this time completely and legally formed and functional.

Respectfully submitted,

Vic Davidson (212) 779-4650

http://MusicSchoolFundraising.Com

PS, President Joe Lamond of NAMM has reviewed our objectives and demonstrated his approval.

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FROM LARRY E THOMAS OF GUITAR CENTER FOUNDATION
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For the last year, we have worked hard building bridges with artists, vendors, advocates and like-minded charities. I have invested myself at the state and national level. Our goal is to leverage our assets and resources to support other charities and advocacies with successful models that are doing the work. But now we need your help! Help us to reverse the trend in public schools. Help us as we assist others to provide a music opportunity to kids in high-risk communities. Help us support music schools that are making available low-cost lessons in our communities. Help us to bring music and wellness to the senior community.

I was once told that the "journey of a thousand miles is a matter of putting one foot ahead of the other." Will you take a step with me? Will you help me make a difference? If music is a part of your life, will you help us give the gift that can last a lifetime? Please join us.

Sincerely,

Larry E. Thomas
Chairman and founder,
The Guitar Center Music Foundation

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PROPOSAL TO MR THOMAS F LEE, PRESIDENT
THE AMERICAN FEDERATION OF MUSICIANS
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Cooperative Proposal to the American Federation of Musicians

For the benefit of this proposal, please recognize that each provision in this program is designed to be a suggestion of the optimal function of a cooperative effort between organizations. Although it may appear to be ideal in each respect, there is substantial improvement that may be required or appropriate, and all recommendations and directives will be considered and approved in and through our continued or final negotiations, respectively.

1. Definition of a Cooperative Program

As the owner of two United States Patents combining the 12 Keys of Music ( commonly referred to as the Circle of 5ths ) with the analog time dial, my proposal to the AFM is uncommon and unique, as well as highly innovative. Hopefully, with this presentation,

you will find that our goals are at least similar and cooperative, and therein qualified to consider a partnership that will increase the exposure and viability of the AFM. Ultimately, our fundamental goal is to cause a significant increase and enhancement to the educational system in terms of direct financial capability and resources. In working with the AFM we believe our program will assist students in their personal development, as well as create a financial structure upon which they may rely both personally and collectively.

Finally, and most important to the AFM, we believe our proposal holds significant enhancement capability in capitalizing the value of the AFM to the international music community. The membership base of the AFM will most definitely increase, most probably exponentially, and therein the AFM base functional resources, as well as the goodwill image of the AFM.

#### a. Resources to Educational System

U.S. Congressional Resolution 355 ( Click => <http://5thTime.Com> ) mandates Music and the Arts to be Core Curriculum in Municipal Education. However, this resolution does not allocate resources. So each school and music program is responsible for their own development of funding. Approximately 30,000 high schools and colleges exist in the U.S., and more than 50 million musicians who play a classic music instrument. This number does not reflect an additional number of professional bands and symphony orchestras, or grade and middle schools, which clearly total well beyond 100,000 institutions.

Our international market is therein multiplied times 5 or 10. Our minimum fundraising effort in just 3,000 schools will raise \$30 Million per year in the educational system. Our minimum effort in 30,000 will raise \$300 Million per year, and so on. The AFM will receive a 20% commission for sales, which amounts to from \$6 Million to \$60 Million per year in our minimum example. There are additional properties of financial capability that include celebrity and corporate sponsorships that will enhance our program and the financial return to each institution.

#### b. Fundraising Opportunities

Most "bake sale fundraising" efforts that are traditional in the educational system raise from \$500 to \$1,500 per event. We are proposing 10 to 100 times that amount in a single effort with our program. Additionally, most fundraising efforts, ( i.e. candy, car wash, print ads), have limited longevity in terms of goodwill. Our program includes lifetime quality advertising potential to any financial, corporate or celebrity sponsor.

Additionally, financial entities, corporations, and celebrities, such as the banking community, music instrument manufacturers, music dealers, gift retailers, and then celebrities such as the American Idols ( Carrie Underwood ), as well as established artists, such as Whitney Houston, Elton John, Britney, Christina, Jessica, Paris Kenny G, Itzhak Perlman, may participate to increase the value in their local community educational institutions and music learning programs, and enhance their personal goodwill image.

An example would be 5 separate banks that sponsor 5 additional schools per year for 5 years. The calculation here amounts to approximately 500 schools, that will return at least \$5 Million in new funds to the banking community, that is directly attributable to the music schools. This calculation is based on just one effort in each school per year. In larger institutions, the average of 3 or more efforts per year ( say, one or two per semester ) can significantly increase the aggregate return of these 500 schools to from \$5 Million to \$15MM or \$30 Million, and so on.

Borders has demonstrated an interest in a possible monthly effort, or bi-yearly event, possibly meeting Classical Music Month ( 1994 Congressional Resolution naming September ), and the U.S. Resolution 355 ( anniversary of April 4, 2006 ). Just 10 pair from each of the 500 Borders stores per week, a \$5 Million return to Borders will exist at the end of the monthly effort. Our company will "mirror" this revenue, producing a \$10 Million monthly effort. Borders may return as much as 20% - 40% as will our company, which will attribute from \$2MM - \$4 Million to the AFM per each monthly effort.

These numbers are conservative, and based in one single effort. To be complete realistic, we must assume more than 10 pair week in a fundraising effort, possibly 100, and more than just one retailer participating, possibly 10 or more. This then raises our institutional fundraising effort per month to an aggregate total of nearly \$1 Billion per monthly effort, assuming in this case from \$20MM - \$40 Million which would be attributable to the AFM in terms of a conduit to disburse funds to institutions, and for administrative costs.

#### c. Creation of Jobs

As demonstrated, at least 250 satellite AFM offices may be employed to direct an internship program in a region of, say, 150 high schools and colleges. Interns will be "hired" and receive commissions as they generate interest and sales. In an example of just 10 of 150 schools per region participating in our minimum effort, the commission attributable to each local AFM office will be approximately \$25,000, more than enough to support any local single internship. At 25 schools participating per region, the commission attributable to each local AFM totals approximately \$65,000 per year. With 150 schools per region per year. Multiplied times 250 offices, an exponential increase in AFM resources is produced, approximately \$300 Million per year.

## 2. Music School Fundraising . Com

As stated earlier, our ultimate objective is the increase and enhancement of the direct financial benefit and resources in our municipal education system. With our pricing and premium design and systematic marketing objectives, we believe we have a unique, in fact a phenomenal opportunity to raise significant resources that will be attributed directly to educational institutions. We are proposing a creative accounting environment, such as offsite or development department banking agreements that may remain separate and distinct from state or controlled budget allocations each year. Cooperative with banking, corporate and celebrity endorsements, the banking agreements may include separate accounts allocated specifically to the music department requirements.

Again, as stated earlier, herein, the difference in the music department requirements and the sporting franchise is the continually variable necessities that involve numerous instrument considerations, such as repairs or newly purchased, as well as teacher budgets, and auxiliary expenses, such as travel and uniform. The number of students in any band or class will vary with each yearly curriculum, and is not distinctive, such as the number of students in the basketball or football club, a set number that will remain consistent and increases only incrementally each year. Consequently, the number of instructors will vary, respectively, including event managers, and travel chaperones, concert public address and equipment costs, uniforms, and overnight accommodations.

#### a. Generating Resources

One minimum purchase of 200 watches ( 100 men / 100 women ) carries a base cost for product of \$12,000. Although this is a sizeable investment, the return to the school at the end of the effort, each semester or year, is \$22,000, or \$10,000 above the cost of the product. Each 100 units of 1 individual style may be designed to custom or premium artwork specification. So personalization, or premium designs can include mascots, school colors, or any variation in letters that do not disrupt the sequence of our patented 12 Keys of Music. One example would be to create a Mickey Mouse watch for Disney, complete with Mickey and his hands, for Disney's "Little Einstein" project, or for "High School Musical" branding.

We recommend that each school, opposing the ultimate cost of \$12,000, work with the development department to coordinate the effort with their individual banking establishment. This then creates a specific account for the music department, that will then manage funds in an aggregate accounting schedule, opposing a yearly budget allocation. The difference is in that, unlike the sports franchise which has a set budget per year, music department costs vary widely. Additionally, no student can be turned away, since joining the school orchestra is not similar to being a point guard in basketball, of which there can be only 2 up to 5 max. The number of violins or flutes, for instance, can be unlimited. The number of instruments needing repair, or the travel budget per year, are entirely variable, which can be as little as a four part harmony, and as large as a 100 instrument marching band. With an aggregate banking accounting, funds may be developed and "saved" until needed.

Additionally, the bank will receive lifetime advertising in each sponsored effort, and manage the new funds returned. Then the total funds raised equals \$22,000 per effort, opposing just \$10,000. Furthermore, after the first sponsorship agreement of just one effort, the first return will sustain every following effort, therein limiting the total sponsorship request from the development department to just one effort, if desired.

#### b. Internship Program

As demonstrated, there are at least 250 local AFM satellite offices, nationally. Each AFM office can act as a management facility of an internship program to a region of 150 schools. They may "hire" students to represent the AFM and our franchise fundraising opportunity to the local community. As interns are multi-talented, they may additionally represent the AFM program to retailers, celebrities, and banking institutions, or however the local office may deem required or appropriate. This then will present further considerable value to the local offices in terms of the development of funds.

Finally, for the smaller offices that have not the space or facility to manage an intern, an agreement or agreements may be created with local educational institutions to utilize the student life offices or dorm libraries, sororities/fraternities, etc. for "marketing". Ultimately, our products will be best demonstrated in cooperation with an event, such as a concert or competition where the band will perform. Presented in cooperation with a performance, actually, tickets may be sold as the fundraising effort, with the added value of a "free" commemorative watch. An anticipated number of product may be pre-ordered, with additional orders fulfilled within 8 weeks or so. One school indicated they have so many benefactors they would just distribute them, according to donor, highest to lowest, respectively.

#### c. Commissions

Our company promises a limited 20% commission for each order returned at the price set and known today, without a discount. That is, for each completely paid purchase of our minimum order of 200 watches ( that is 100 men / 100 women ) totaling \$12,000, a commission will be paid of \$2,400. If there is a discount in the price for any reason, either to the school or from TIMEX directly, the commission may be raised or lowered, respectively. Furthermore, in the event of a corporate or celebrity sponsorship agreement, a 20% surcharge must be imposed to offset the cost of the celebrity signature.

This will raise the final cost of the product approximately 40%. However, a celebrity signature will increase the value of the product in the fundraising effort. Commissions will be attributable to the AFM and student cooperatively, and be allocated in any

percentage of distribution, for instance, from 95/5% to 50/50% depending upon the overhead of the program. Ideally, the commission will be a standard AFM provision within this program.

As a final note with respect to commissions, we have an affiliate commission that will be paid for referrals and sales that is separate and distinct from our 20% corporate commissions. Affiliates who wish to advertise online and garner interest that is attributable to their respective affiliate number registered in our affiliate network will receive an allocated commission based on the number of sales and referrals from their advertisements. The schedule of affiliate commissions may be located in our website in the Affiliate link.

All commissions are separate and distinct from each representative and each referral or sale. No commissions will overlap to include both affiliate commissions and corporate commissions. Corporate commissions are sales from direct associates of our corporation. Affiliate commissions are extended to the general public, who will include anyone that is not directly managed in our corporate environment, i.e., AFM internship program, or in any partnership agreement with our company or an associated corporation.

### 3. Classical Music Month . Com

September is officially Classical Music Month designated in a U.S. Congressional Resolution 1994. September is also National Jazz and National Piano month, as well. This designation is for the purpose of demonstrating the value of music to the general or uninformed public. Although music is always prevalent in our background, throughout life, there are specific considerations that are not as well recognized by everyone.

For instance, the Music Institute for Neurological Development (M.I.N.D.) has demonstrated that the study and appreciation of music, specifically from pre-natal to the age of 7 years, enhances the ability of children to learn and excel in the natural sciences, such as math, biology, etc. Additionally, M.I.N.D. demonstrates significantly enhanced behavioral patterns in the same children, including greater self-esteem and self-confidence, greater ability to communicate effectively, and reduced anxiety, in addition to higher humanitarian interests.

As may be questioned, we are not competing with any educational sports franchise. Rather, we believe the study and appreciation of music from very young ages will enhance the performance capabilities of athletes, as well. Many are familiar with football teams who take auxiliary courses in ballet or tai chi or basic martial arts to enhance balance and coordination on the field. Music is merely another significant consideration to be included in the overall spectrum of educational services to our children.

#### a. Retail Opportunities

Classical Music Month opens a distinct opportunity for retailers to capitalize a variety of music interests that are included in this U.S. Congressional Resolution. National Jazz and Piano month also generate specific interest in performers and recordings. Our products may be utilized as direct marketing novelty with premium designs for each retailer, and include signatures from favorite artists or bands, orchestras, groups, etc.

Furthermore, different styles and designs may be created, including clocks of all types, such as oversized glamorous neon clocks, grandfather or pendulum type, generic educational wall clocks, and of course reference materials, including specific educational references, gaming and online learning and appreciation demonstrations. An example, again, may be Disney's "Little Einstein" program, an online tutorial for ages 3 and up. Also, we have proposed to Disney to create their Mickey Mouse watch including our patented design. Our ultimate objective is to place a generic, possibly \$1, version including reference DVD with screensaver, desktop and similar Cell Phone/PDA downloads, in every Music Theory text book in every school in our nation and beyond.

Ultimately, the AFM will benefit in the value of our partnership, and receive commissions as we garner the influence and interest of major retailers. For instance, as mentioned herein, also, Borders Books includes 500 stores. With sales of just 10 pair per month from each store, an order of 60,000 units will be required, returning \$3.5 Million to Borders, and our company, as well, with a commission payable to the AFM of \$700,000. With retail sales of 10 pair per week, of course, the total is 4 or 5 times that high.

#### b. Conduit of Funds

The retail examples herein are largely conservative. We may possibly estimate selling 10 pair of watches per day during Classical Music Month per store. Obviously, in terms of our fundraising and charitable interests, we believe, and have been assured, that a clear percentage of sales, possibly as high as 40% will be attributable from each retailer to the AFM, which will be matched by the commissions from our company of an equal percentage. In an effort of the magnitude in the Borders example, multiplied by numerous retailers, funds returned to the AFM reaching \$1 Billion during Classical Music Month may become a regular occurrence.

The retailers will benefit as well, increasing revenue less the attributable fundraising percentages contributed to the AFM, obviously as significant as those contributed. In explanation, if 25% of total revenue is contributed to the AFM, and the cost of the product is 50% of the total sales price, then the 25% not contributed or figured into the cost of the product is the revenue produced

in the aggregate retailers' effort. So, if \$500 Million is 25% of the aggregate retailers' efforts, our company contributed \$500 Million to reach \$1 Billion. The retailers then have produced \$500 Million in revenue.

### c. Sponsors

The benefits may be greater in the event of proposed sponsorships from banking institutions, corporations, and, perhaps most significant, celebrity participation and signatures. As such, we are proposing lifetime, indelible advertising potential to any banking institution, corporate sponsor, or celebrity signature.

Obviously, for the cost of the product, lifetime advertising potential is significant. Additionally, corporate sponsors that include instrument manufacturers, instrument dealers, music product dealers, as well as celebrity participants will be generating goodwill and enhancing their image in the environment of their specific market, that is, musicians who purchase their products. One example we have proposed, for instance, is with Steinway & Sons, who manage an artist roster of approximately 3,000 pianists. Steinway, in cooperation with any one or more banking institutions, as well as in cooperation with TIMEX, may produce a celebrity tour with their pianists.

As such, each musician may produce a signature design for the respective institution who purchases. Steinway would be the corporate sponsor, the artist would be the representative, and each would receive a respective 20% commission for the order. Orders will be cost produced to reflect the extent of the sponsor and signature included, so that commissions that amount to 40% or 60% of the ultimate value will not deflect the commission to the AFM.

An example would be our minimum purchase with no celebrity is 12,000 at base cost. Selling for approximately \$100 - \$150 per watch, a \$10,000 profit is created. With a celebrity signature, a 10% or 20% increase in the base cost will be added to cover the cost of the signature. The end price of the watch to the user will be then from \$150 - \$250, respectively. As a note of interest in pricing, please be aware the City University of New York - CUNY, have premium watches available depicting the mascot of the school with a leather strap and quartz movement, priced at \$189.

The value of our products from TIMEX are,

- 1) Timex brand are guaranteed for 3 or 5 years, and virtually indestructible in normal use for life.
- 2) Waterproof up to 50 meters.
- 3) Stainless steel adjustable band (appearance of jewelry) .
- 4) Premium manufacture to include mascots, colors, any text, to order specification with minimum of 200 units.
- 5) Includes the Music Circle of 5ths specific to the music department for fundraising.

### 4. Overview of Proposal

A cooperative agreement with respect to the AFM in conjunction to our objectives will benefit the AFM exponentially both financially and in enhancing an already AFM goodwill image. The AFM will garner recognition and interest in AFM objectives and membership through enhanced communications and objectives that will increase the base consideration of AFM membership base, and develop a more broad perspective of benefits. The AFM will have the opportunity to become the leading contributor to music education in municipal schools, and generate further opportunities to graduate students and hobbyists throughout our nation and abroad. The AFM will benefit in the increase of opportunities to increase the number and size of satellite offices that engage in internship activities with our cooperative objectives.

Ultimately, the AFM will not diminish in any respect, either reputation or financially in a cooperative venture with our company objectives, as described herein. In fact, in every possible consideration, as described herein, the AFM will benefit, significantly, through an AFM consideration of a cooperative agreement with our company and our objectives. The AFM image and membership base, as well as the fiscal revenue of the AFM can exponentially increase, as well as the goodwill recognition of the AFM organization. AFM services to members, such as insurance, education, travel, instrument rentals and purchases, performance capabilities, writing enhancements, and auxiliary services, i.e., financial as well as legal, etc., are likely to become dramatically increased, enhanced and improved through the revenue generated in our proposal.

Corporate partnerships, government contracts, and private and institutional benefactors are likely, also, to significantly increase in cooperation with our combined efforts and objectives. Exposure and enlightenment of the value of the AFM will surely increase due to television and radio announcements, trade paper articles, and show segments dedicated to raising the value of our children's educational experience. The AFM is already a forefront spokes-agency of the value of music education in our schools, demonstrating U.S. Congressional approvals, and success generated, and will only increase exposure and goodwill through our cooperative fundraising programs and efforts.

The AFM is already a standard music term throughout every music program and institution in our nation and abroad, and will only

increase the offers that significantly enhance student and professional benefits. --

Thank you, once again, sincerely, Mr. Thomas F. Lee, President, American Federation of Musicians, for your consideration of my request to create a vendor agreement and/or partnership with your organization that will most assuredly benefit most your members and the larger community of patrons of your members performance and achievement.

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Respectfully, and LORD Bless,

VIC DAVIDSON  
(212) 779-4650

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<http://www.VicDavidson.Com>

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