

From: Bob Basmadjian <bob@inspiringtheamericandream.com>
To: Priester, NicoleNicolePriester@gov.sc.gov
CC: Kathy Basmadjiankcbas@hotmail.com
Haltiwanger, KatherineKatherineHaltiwanger@gov.sc.gov
Veldran, KatherineKatherineVeldran@gov.sc.gov
Date: 4/22/2014 8:55:02 AM
Subject: Re: Fw: Inspiring the American Dream Foundation

Hello Nicole,

Hope this message finds you well!

As per our recent telephone conversation, I am following up with you to find out the Governor's availability to speak at AR Lewis Elementary School in May.

Below is a press release, announcing the Reserve at Lake Keowee's involvement with our Foundation's Opportunity to Succeed initiative, in addition to Congressman Jeff Duncan's visit to the school tomorrow at 1:30pm. We'd be honored if Governor Haley could address the children as well; sharing her personal American Dream story and answering questions.

Please let us know if she'll be able to join us!

Sincerely,
Robert & Kathleen Basmadjian
Co-Founders
Inspiring the American Dream Foundation
(908) 884-5249

News Release

**FOR
IMMEDIATE RELEASE**

**THE RESERVE AT LAKE KEOWEE'S MEMBERS INSPIRE THE AMERICAN
DREAM**
Lead and Support New Foundation and Education Initiative

Sunset, S.C. – April 18, 2014 – When The Reserve at Lake Keowee (“The Reserve”) was founded nearly 15 years ago, its leadership wanted to attract members and residents who had a natural passion to be actively involved in the surrounding community. Thanks to a robust schedule of volunteer work, initiatives

inside and outside their gates and generous charitable giving to local organizations, The Reserve and its members have strived to serve as an example of a big-hearted community. The Reserve's members have come together, once again, to inspire big, positive change in area schools.

Kathleen and Robert Basmadjian, who are full-time residents at The Reserve at Lake Keowee, established the *Inspiring the American Dream Foundation* in December 2013 to encourage and prepare children and young adults to become independent, prosperous and productive members of society. The Inspiring the American Dream Foundation, thanks to support from local businesses and community partners, is ready to bring its new *Opportunity to Succeed* program to an Upstate elementary school.

Reserve members Kevin Sexton and Barry Griffith of *Sexton Griffith Custom Builders, LLC* have donated \$1,000 to the Inspiring the American Dream Foundation toward the launch of the Foundation's pilot Opportunity to Succeed program at *A.R. Lewis Elementary School* in Pickens, S.C. This donation will help fund the program's goal of improving third grade reading proficiency, while instilling virtues, such as courage, perseverance, humility and compassion, necessary to achieve the *American Dream*. A.R. Lewis is a school with a long-standing relationship with The Reserve. Reserve members and residents volunteer at the school, help run an award-winning mentorship program, and maintain a welcome garden and habitat for learning on site that their community created with the school.

"We are pleased to be making a contribution to the Inspiring the American Dream Foundation," said Barry Griffith, President, Sexton Griffith Custom Builders, LLC. "To many, the *American Dream* represents the opportunity to own a home, and live in a safe and secure environment to raise a family and build a community. We believe that our gift will help make a difference, giving children the opportunity to succeed and to realize their own personal American Dream."

U.S. Congressman Jeff Duncan will visit A.R. Lewis Elementary School on April 23 for the Opportunity to Succeed program kick-off. Duncan will share his personal American Dream story with students starting at 1:30 p.m.

In addition to Reserve members Kathleen and Robert Basmadjian, Kevin Sexton, and Barry Griffith's involvement in Inspiring the American Dream Foundation, Reserve member Roger Greiner sits on the Foundation's board.

"I became involved in a mentoring program for "at risk" students at A R Lewis Elementary School four years ago with a goal to have a positive influence on the lives of these young students," stated Greiner. "I believe that by serving this Foundation, I can further the efforts of guiding these children on a path that will enhance their chances of achieving their American Dream."

About Inspiring the America Dream Foundation

Inspiring the American Dream Foundation has been established to help inspire children and young adults to achieve the American Dream, a set of ideals in which freedom, ability and virtue provide the opportunity for prosperity, happiness and upward mobility, regardless of race, ethnicity or social class. By engaging children of all ages, nationalities and backgrounds with an appreciation for the ideals, values and virtues inherent in the American Dream, the Foundation will help prepare students across the country to become independent, prosperous and productive members of society. For additional information, contact Robert Basmadjian at (908) 884-5249.

About The Reserve at Lake Keowee

Created in 2000 by Greenwood Communities and Resorts, The Reserve at Lake Keowee is an award-winning residential community that spans 3,900 acres in the foothills of the Blue Ridge Mountains, with 30 miles of shoreline on Lake Keowee and convenient access to nationally-recognized commercial and cultural centers that include Greenville, S.C.; Clemson, S.C.; Asheville, N.C.; and Clemson and Furman Universities.

A 200-slip Marina, Village Center, Jack Nicklaus Signature Golf Course, and more than 1,400 acres of parks, preserves, trails, and green spaces highlight more than \$100 million in completed family amenities at The Reserve. The Reserve has approximately 700 members from 30 different states, in addition to extended family members who enjoy club privileges through the multi-generational Legacy Membership program. Homesites at The Reserve start in the \$100,000s; homes, from the \$420,000s. To learn more, call 877-922-LAKE (5253), or visit www.ReserveAtLakeKeowee.com.

About Greenwood Communities and Resorts

[Greenwood Communities and Resorts](#), based in Greenwood, S.C., is a leader in the creation and management of award-winning residential and resort communities in the southeastern United States since 1978. Beginning with the award-winning [Palmetto Dunes Resort](#) at Hilton Head Island and evolving to current communities like [Big Canoe](#) near Atlanta and The Reserve at Lake Keowee, Greenwood's mission has remained the same: Create memorable places that foster meaningful and fulfilling lives.

Media Contact:

Liz Morris, Flourish

(864) 631-2450

elizabeth@startflourishing.com

On Wed, Feb 5, 2014 at 1:41 PM, Bob Basmadjian <spectrum_marketing@earthlink.net> wrote:

Dear Nicole,

At the suggestion of Rachel Card, we are contacting you to introduce our new *Inspiring the American Dream Foundation* and to inquire on the Governor's availability to speak at an upcoming motivational reading event.

As part of our educational outreach, we are collaborating with *AR Lewis Elementary School* in Pickens, South Carolina and are currently in the process of planning a pilot, summer reading program. To help kick-off the initiative, Suhail Khan, Director of External Affairs at *Microsoft*, has agreed to participate in the event. We would like to extend an invitation to Governor Haley to join us, and to share with the school's students, her personal American dream story.

Right now, we are targeting the following dates:

May 12 or 13;

May 19-23

Please let us know if the Governor will be able to join us on any of these dates.

Also, to provide you with background information, below you'll find a narrative description that includes the Foundation's mission, position and planned pilot activities.

On behalf of our Board of Directors, we thank you and the Governor for your consideration!

Sincerely,

Robert & Kathleen Basmadjian
Co-Founders
Inspiring the American Dream Foundation
(864) 868-0044
bob@inspiringtheamericandream.com

MISSION/PURPOSE

Inspiring the American Dream Foundation has been established to help inspire children and young adults to achieve the American Dream, a set of ideals in which freedom, ability and virtue provide the opportunity for prosperity, happiness and upward mobility, regardless of race, ethnicity or social class.

By engaging children of all ages, nationalities and backgrounds with an appreciation for the ideals, values and virtues inherent in the American dream, the programs will help prepare students across the country to become independent, prosperous and productive members of society.

HOW THE FOUNDATION CAN HELP

South Carolina Education and Work Readiness Initiative

Developing a highly-skilled and well-educated work force is integral to increased job growth in the United States. State governments across the country are investing in education; partnering with the business and not-for-profit communities to help prepare the 21st century workforce. For example, in South Carolina, the Governor's Office, Department of Education and Chamber of Commerce are now working together to help transform the state's education system, making sure that vital workforce needs are being addressed and strategies are successfully implemented.

One of the key objectives of these reform efforts is to address early childhood learning, specifically improving third grade reading proficiency. In 2012, one in five South Carolina students in third grade was not reading at grade level. Improving reading, comprehension, writing and technical skills is an essential and fundamental step in helping young, South Carolinian students to succeed in school and the workplace, thereby helping them to achieve their American Dream. Research further indicates that young people learn best when nurturing, caring adults provide motivation and support as they learn.

EDUCATIONAL PROGRAMS

South Carolina Elementary Schools

Pickens County

Inspiring the American Dream Foundation's initial focus will be targeted at improving third grade reading proficiency at local South Carolina public schools, while at the same time, providing students with an appreciation for the principles, values and virtues inherent in achieving the American dream.

A variety of reading materials and motivational speaking events will be used in the organization's educational programs, inspiring students to learn about contemporary and historical figures that have positively influenced American industry, culture and history. Working with local educators, volunteers and businesses, the organization will encourage students to reflect on their own abilities and interests.

Results will be achieved through integrated afterschool and/or summer reading programs that will include custom lesson plans, reading materials, motivational reading events and related activities. The programs will be administered by local 'American Dream Ambassadors' including school principals, third grade teachers, reading coaches, parents, mentors and motivational speakers.

Lesson plans will be developed by local teachers with oversight by the organization's board to ensure alignment with the foundation's mission. The reading material from which the students may choose will be selected by the school faculty and will include books describing contemporary and historical American figures that have achieved the American dream.

National, state and local community leaders from various walks of life will also address the students; sharing their personal American dream stories and providing inspiration and encouragement. We believe

this approach will help reinforce program reading activities and serve as an interactive platform to both stimulate the children's curiosity and provoke thought around their unique American dream journeys.

**2014 Summer Reading Camp
AR Lewis Elementary School**

Inspiring the American Dream Foundation is planning to pilot its reading programs at AR Lewis Elementary School in Pickens, South Carolina. Developed as a summer reading camp, the program will be administered at the school's facility during the 2014 summer break.

Initial concepts for the camp were explored during a recent meeting between the foundation's co-founders and a group of educators from both the school and local school district.

The following summarizes the concepts and proposals discussed:

- a 'summer reading camp' pilot will be developed to support 50-60 "at risk" students (PK - 4th grade)
- the camp will run for six weeks beginning June 23rd (tentatively 2-3 days per week; 2-3 hours per session)
- curriculum/ lesson plans to be developed by the teachers with oversight by the organization's board to ensure alignment with the foundation's mission
- reading materials will be selected by a committee of educators (school/school district)
- DRA scores will serve as the program's metrics
- pilot expense categories will include books, teachers, reading coaches, transportation/buses, snacks, insurance, utilities, promotion, etc.
- Inspiring the American Dream Foundation and AR Lewis will promote the program/camp to the local business community
- national, state and local community leaders will be recruited to share personal American dream stories as part of the on-going camp activities

AR Lewis Elementary School Demographics

AR Lewis is a Title 1 school that serves 241 students. The school is located in rural Pickens, South Carolina. In 2011, the poverty index was 78.5 percent with 75.5 percent of the students receiving a free or reduced lunch rate. The number of students living in single family homes is estimated to be 51 percent with a 25 percent homeless rate. The overall make-up of the school is 94 percent white, 5 percent two or more races, and 1 percent Hispanic.

As a result of generational poverty, many of the school's families do not value education and are not motivated academically. More often than not, low-income parents are overstressed in trying to meet the daily needs of their families. The resulting depression and negativity often leads to insufficient nurturing, disengaged parenting, and difficulty focusing on the needs of children. One of the major challenges to the school and community it serves is the motivation of students, leading to a low graduation rate.

From: Card, Rachel
Sent: Thursday, November 21, 2013 5:00 PM
To: Bob Basmadjian
Cc: Bob Basmadjian
Subject: RE: Inspiring the American Dream Foundation

It was great talking with you and Kathy and learning more about your book and initiative. For scheduling requests, you can contact the Governor's Scheduler, Nicole Priester at nicolepriester@gov.sc.gov.

Regards,

Rachel

From: Bob Basmadjian [mailto:spectrum_marketing@earthlink.net]
Sent: Thursday, November 21, 2013 4:52 PM
To: Card, Rachel
Cc: Bob Basmadjian
Subject: Re: Inspiring the American Dream Foundation

We really appreciate you taking the time to speak with us today, Rachel.

As discussed, Kathy and I look forward to receiving Governor Haley's input on our book. Also, we hope that she would consider sharing her personal American dream story at one of our foundation's motivational reading events.

Thanks again for your time and interest in inspiring the American dream!

Happy Thanksgiving,

Bob & Kathy

From: Card, Rachel
Sent: Thursday, November 21, 2013 9:01 AM
To: spectrum_marketing
Subject: RE: Inspiring the American Dream Foundation

My mobile is 803.587.0286.

Thanks,

Rachel

From: spectrum_marketing [mailto:spectrum_marketing@earthlink.net]
Sent: Wednesday, November 20, 2013 3:18 PM
To: Card, Rachel
Subject: RE: Inspiring the American Dream Foundation

Yes. 4:00pm works tomorrow. At what number can we reach you, Rachel?

Regards,

Bob

Sent from my Verizon Wireless 4G LTE Smartphone

----- Original message -----

From: "Card, Rachel" <RachelCard@gov.sc.gov>
Date: 11/20/2013 12:42 PM (GMT-05:00)
To: Bob Basmadjian <spectrum_marketing@earthlink.net>
Subject: RE: Inspiring the American Dream Foundation

Does 4:00 pm on Thursday, November 21st work for you?

Rachel

From: Bob Basmadjian [mailto:spectrum_marketing@earthlink.net]
Sent: Tuesday, November 19, 2013 10:49 AM
To: Card, Rachel; 'Bob Basmadjian'
Cc: 'kcbas'
Subject: RE: Inspiring the American Dream Foundation

Hi Rachel,

Kathy and I are available to chat with you between 2:30 - 5:00pm on Thursday. Please let us know what time works best for you.

Kind regards,

Bob

From: Card, Rachel [<mailto:RachelCard@gov.sc.gov>]

Sent: Tuesday, November 19, 2013 9:04 AM
To: Bob Basmadjian; 'Bob Basmadjian'
Subject: RE: Inspiring the American Dream Foundation

Hi Bob,

Thanks for your email and for sending a copy of your book. We received it yesterday, and I gave it to the Governor. It sounds like a very exciting time for you and your wife. I would love to schedule a call with you to learn more about your foundation and book. What is your availability on Wednesday or Thursday this week?

I look forward to talking with you.

Regards,

Rachel

From: Bob Basmadjian [mailto:spectrum_marketing@earthlink.net]
Sent: Tuesday, November 19, 2013 8:12 AM
To: 'Bob Basmadjian'; Card, Rachel
Subject: RE: Inspiring the American Dream Foundation

Hello Rachel,

We recently sent a copy of *Abraham's Journey* to your attention at the Governor's Office. Did you receive it?

Regards,

Bob & Kathy Basmadjian

From: Bob Basmadjian [<mailto:bob@inspiringtheamericandream.com>]
Sent: Thursday, November 14, 2013 1:00 PM
To: rachelcard@gov.sc.gov
Subject: Inspiring the American Dream Foundation

Dear Rachel,

We are writing to you at the suggestion of Dino Teppara. Having recently relocated from New Jersey, my wife, Kathleen,

and I are in the process of establishing the *Inspiring the American Dream Foundation*, here in South Carolina. Created as a follow-up to our new children's book, *Abraham's Journey: A Celebration of the American Dream* and corresponding *Inspiring the American Dream Educational Initiative* (www.inspiringtheamericandream.com), our mission for the foundation is developed around three guiding principles:

- **Teach** children and young adults about the American dream
- **Share** with them the necessary skills and virtues to achieve the 'Dream'
- **Empower** them by helping them to realize their personal American dream journeys (pathways to success)

The plan is to launch the foundation's educational programs in phases. As a result, we are concentrating our initial efforts on the **TEACH** component, which would include reading materials and lesson plans to improve students' reading, writing and comprehension skills. For example, we recently launched a similar initiative at PS131 in Brooklyn, New York (see press release below). Our goal is to build upon that success by working with South Carolina educators, business leaders and other not-for-profit organizations to integrate our Inspiring the American Dream educational programs into existing and proposed education and work readiness initiatives.

Rachel, we understand Governor Haley will be announcing new education reform measures in January, focusing on reading, technology and collaboration. Given the synergies between our two initiatives, we thought the Governor might be interested in learning more about our foundation and its mission. Would it be possible to arrange a meeting with you to discuss our plans in greater detail?

Thank you for your consideration!

Sincerely,

Robert and Kathleen Basmadjian
Co-Founders
Inspiring the American Dream Foundation
Telephone: (864) 868-0202
E-Mail: bob@inspiringtheamericandream.com

Press Release

FOR IMMEDIATE RELEASE

April 9, 2013

New Jersey Authors Launch Inspiring the American Dream Educational Initiative

Husband and wife team kick-off educational initiative at PS131 in Brooklyn, New York

Greenville, SC – (April 9, 2013) – Emerald House Publishing today announced the official launch of the *Inspiring the American Dream Educational Initiative*. Developed by Robert and Kathleen Basmadjian, co-authors of the recently released children's book, *Abraham's Journey: A Celebration of the American Dream*, the initiative is designed to teach children about the American dream and the skills and virtues necessary to achieve it.

The 3-tiered educational initiative (teach, share, and empower) was officially kicked-off on March 8th at PS131 in Brooklyn, New York. The school's students, mostly first generation Americans, have come with their families from all over the globe--Armenia, Bangladesh, Colombia, China, The Dominican Republic, Honduras, India, Pakistan, Taiwan, Venezuela and Yemen--but to name a few. It was the perfect setting to speak of, and generate interest on, what "The American Dream" is.

"We invited Robert and Kathleen Basmadjian to share their book with the children because it is a story that needs to be told," said Rosa P. Leonetti, State Coordinator at Smart Girl Politics and Pre-K teacher at PS131. "This dream has been lived by millions of people and it is the fabric of our society. It is what makes America, well....America. In the hostile and often bi-partisan country of ours, we often forget to focus on our similarities as a people, as a country. What the authors of Abraham's Journey have done is create a story of a young boy and the journey he takes to discover what his American dream is. Along the way, this young boy speaks to many fascinating "American" icons. Individuals who have endured, created, and triumphed over adversity and the odds."

The authors traveled from their home in New Jersey on a cold, snowy, icy day to **teach** these young folks about the American dream. They shared their inspiration and motivations, answered questions and signed books. For many of these children, it was the first time they had met an author up close and personal. Authors, they noted, are just people with a creative side and a love of writing. The authors also spent time with several teachers discussing the next steps of the initiative. This included invitations to local members of the community to **share** their unique American dream stories, and essay assignments designed to **empower** the students to help them visualize their own personal American dream journeys.

"My wife and I were humbled to have had the opportunity to share Abraham's Journey with the students at PS131," said Robert Basmadjian, co-founder of Inspiring the American Dream. "Our visit with these incredible children marked the official launch of our new educational initiative. These students and students like them all around this great country represent our future. It is important they understand that America is still the land of opportunity and that their journey to the American dream may not always be easy, but because of the freedoms afforded to them, it is one that should be cherished and celebrated."

"The journey is what keeps Americans always striving, reaching and focused on our purpose," Leonetti concluded. "It is a journey that is often physically demanding, but spiritually uplifting. America offers the voyage of hope, expression, and true freedom. The authors of this incredible story have done what needed to be done for some time. They have focused on the virtues and prosperity of America. It is a story that needs to be shared and repeated over and over again."

###