

# California Standard<sup>(sm)</sup>

Update of March 26, 2018.

If what you see below interests you, please contact me for an update. Van Ajemian, JD, vanajemian@hotmail.com, 323.803.8960 direct and voice mail.

Since removing this document from a Web site, I find that none of the links works. If you wish the links, I will gladly supply. Thank you.

## [Invitation](#)

## [Outcomes and Benefits](#)

## [Summary Description](#)

## [Background](#)

## [Development of CS](#)

## [Budget](#)

## [First Step](#)

## **Invitation**

Thank you for visiting. You are invited to apply for a position on the "California Standard" ownership team.

## **Outcomes and Benefits**

This is about [a concept for a new public service for Californians](#) through which many paying positions might be created. This is not the usual job offer, because, if accepted, you become a co-owner. Individuals, companies, and nonprofits are invited to apply to become co-owners.

The [charities Optimizing National Education and Technology Initiatives and Applications](#), Montebello, California, are inviting you to apply for a position whose details [you fashion](#):

- occasional consulting, part-time or full-time position;
- from home, office, school or elsewhere, as works best for you;
- constructing your own schedule, as long as the schedule not make it difficult for your teammates to do their work;

- the area in which you will be applying your skills, e.g., (a) publicity or (b) criteria and evaluations or (c) Web design and maintenance or (d) bookkeeping or (e) member and public relations or (f) management.

In return, if accepted onto the ownership team, you receive

- pay;
- a vote in the disbursement of surplus funds, as, by definition, the program to be developed and operated will generate a surplus; you may vote to expend surplus funds for any legitimate grants to develop businesses and programs, student scholarships, faculty and graduate research, donations to nonprofits or their programs programs, bonuses for you and teammates;
- extraordinary recognition, because the program will be an original public service for the people of California and an inspiration for people to emulate across the US;
- co-ownership of the program; you will not be somebody's employee; you will be making decisions alongside your teammates.

Because of your involvement, the public receives

- a free online program to help it make sound consumer, volunteer, and donor choices;

while businesses, including small and home businesses, and organizations, including small and grassroots nonprofits, which pledge or demonstrate their "people- and planet-friendliness" receive

- extraordinary publicity, first through a Web site, links from other Web site, and outreach through traditional and online media; and, later, with the offering of a new domain extension.

You are encouraged to apply for the ownership team if

- you are interested in earning well according to a schedule which you create;
- you wish to do something to benefit Californians up and down the state;
- you wish for the public to better appreciate Native Americans.

There are three requirements if you wish to apply for the ownership team:

- have skills in one of the aforementioned areas of work, even if that area were not where your expertise lay;
- believe in the public good to be done by the program, outlined below, so that you receive satisfaction from your involvement;
- have time to participate in the development of CS; you choose how to participate, how much, from where.

You do not pay anything to apply for or become involved with the ownership team.

Application for a position on the team is easy. Simply e-mail to (a) say that you are interested and (b) provide a short biography as a .doc attachment or embed a link to a short online biography, as through LinkedIn or a university Web site. Also, if you have questions, please e-mail or call. Looking forward to hearing from you.

Thank you.

Van

Van Ajemian, JD

on behalf of the originating charities

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## Summary Description

In short, the California Standard, "CS," is a new membership program for those who wish to be recognized as "people- and planet-friendly," giving members extraordinary publicity and enabling the public to quickly find businesses, organizations, schools, universities, and local governments which have pledged to be or have qualified as people- and planet-friendly.

Coming from the public charities Optimizing National Education, 33 074 4619, and Technology Initiatives and Applications, 95 471 5828, in Montebello, California, CS is an original concept for a statewide membership program whereby interested businesses, organizations, educational institutions, and local governments, collectively "members," would pay a fee to become members and then be classified according to three criteria, receiving one of three designations, namely "pledging to b e," "qualified for" or "exceeding" the California Standard. Any one of these designations would be a badge of honor, pointing to members as "people- and planet-friendly," with additional publicity offered the members which had earned the higher designations.

CS is meant to inspire its members to strive to meet, and the public to support, people- and planet-friendly goals at a time when such goals are being slowed or reversed by some. While not political, CS would have a political effect, insofar as it would inspire others in other states to replicate after it were in operation in California.

CS would be relatively easy to set up and operate, as outlined below. CS would fund itself through the aforementioned membership fee and generate surplus income to be disbursed by the ownership team. The originating charities are looking for people to join in development, take possession of CS, and then operate it, while the charities step back to assist. CS might fulfill eleven goals through its operation; these goals are listed

below.

## **Background**

California is known for its people- and planet-friendliness. CS becomes a symbol for, a crystallization of, that attribute. CS members, that is, interested businesses, organizations, educational institutions, and local governments, who choose to apply for membership and then receive one of three CS designations are recognized for their people- and planet-friendliness through extraordinary publicity.

The vision is that CS become a “brand” recognized around the world. The mission is to recognize members in such a way that they receive more public support, that is, more business transactions, more donations and volunteers, more admission applications. In short, CS is meant to help businesses, organizations, and schools become sustainable and grow.

There are a number of recognition programs. CS is different because

- membership would include three criteria, (a) environmental stewardship, (b) consumer friendliness, (c) employee friendliness;
- there would be robust publicity to draw and recognize members, such that members would receive value far exceeding the \$50 to \$500 which they paid as a membership fee;
- the three CS criteria would be tied to California law and regulation, but, also, could be incrementally raised year after year, even if criteria through legislation or regulation were not raised; so, members would be more people- and planet-friendly as the years go by;
- CS would help existing recognition programs; for example, the grades assigned by the Better Business Bureau would be used in classifying CS members, and the public would be referred to the BBB for detailed information.

The best way to conceptualize CS is to give an analogy: there are many Web sites for scholarships, car rentals, tours, hotel and flight reservations, loans. There are "mega sites" which use algorithms to cull from all sites for a particular theme and, thereby, quicken our search. As an example, [www.cheaptickets.com](http://www.cheaptickets.com) . CS is to be a mega site, combining (a) environmental stewardship, (b) consumer friendliness, and (c) employee friendliness, then giving members extraordinary publicity, with those members earning higher designations receiving more publicity.

The eleven goals to which reference is made above:

- a self-funding program with long-term sustainability which would not necessitate a startup or operations budget from any source other than CS member fees; this means that you do not put yourself at financial risk by applying or participating on

- the ownership team;
- extraordinary practicum and, where permitted, pay for college students expressed through capstone projects, Master's theses, internships, independent study, service-learning;
  - the establishment and yearly replenishing of a fund voted on by the ownership team;
  - statewide, later global, recognition for the ownership team, resulting in more support for their ideas now on the drawing board;
  - funds for the collaborating charities to continue developing and testing innovations in the public interest, as well as to support CS;
  - providing publicity to CS members to such an extent that they would want to meet and exceed the criteria of CS, that is, there would be greater compliance with California laws and regulations, and in some instances, exceeding laws and regulations, as in the case of renewable energy; this would in part offset the perceived unfriendliness of California to businesses, without California having to back-peddle on laws and regulations;
  - giving constituents of CS members the confidence to transact with and otherwise support CS members; the expectation is that business members of CS would increase income, charities would increase the amount of donations and number of volunteers, universities would increase the number of admissions applications;
  - later creating a nationwide or a state-by-state version of CS, to be operated by people in other states; a goal is that positions be created for Native Americans in other states;
  - setting an example for community leaders and students, so that they take on major initiatives;
  - encouraging the California legislature to continue introducing people- and planet-friendly legislation;
  - accelerating the transition to a “people- and planet-friendly society” by inspiring other states and countries.

In a SurveyMonkey survey, 29 of 32 owners, managers, and marketers of businesses from across the United States chose this answer:

*As a manager, marketer or owner, I believe that my business or organization would want to have such a domain extension, alongside what we already had.*

A new domain extension would be one way to give members extraordinary publicity. Other ways would include recognition at the CS Web site; links from other sites to the CS Web site, outreach through traditional and online media; posters, flags, other tokens for display. The key would be that CS members see value in the extraordinary publicity and willingly pay to be evaluated.

[Back to the top.](#)

## Development of CS

As for the ownership team, CS would need people with management and basic computer skills to

- classify CS members as "striving for," "qualified for" or "exceeding" the California Standard, this to be done by gathering data from third-party Web sites, e.g., from the US Green Building Council, the Better Business Bureau, the California Labor Board, and by receiving .pdf files from members, like a letter from a solar installer attesting to the installation of solar panels on the roof of a member's building;
- maintain a Web site where CS would be explained and members would be listed according to their classification; the Web site would be set up by Lorenzo Almada, Ph.D., who is part Yaqui;
- use and / or procure a variety of traditional and online media to publicize CS;
- do bookkeeping for the program;
- plan for and manage the program; this group within the ownership team, with assistance from the originating charities, would detail the three membership criteria, compose the initial publicity for CS, hire a CS operations team, and finalize the budget drafted below.

If CS were as successful as survey results suggested, dozens of positions would be created in California. Also, if the program became popular in other states, positions would be created there.

## Budget

Development of CS is meant to be had without the need of a budget. However, if it is found that a budget would be needed, recourse would be made to crowdfunding and donations solicited by the originating charities. The ownership team would not be asked for funds.

When it were in operation, CS would be funded through membership fees, tentatively ranging from \$50 for very small entities to \$500 for very large entities, in exchange for which members would receive extraordinary publicity. Subject to modification by the planning and management group, the budget would be broken down thus:

- 30% for management, the classification of CS members, and bookkeeping;
- 30% for publicity, including the Web site;
- 10% would be set aside to increase the effectiveness of CS, e.g., prizes, consultation offered to members so that they be able to meet the three criteria, video interviews with members exceeding criteria;

- 10% would be for the ownership-team fund, disbursements from which would be voted by the team;
- 10% for the aforementioned charities to develop and test innovations for public benefit, including support for CS;
- 10% would be for the aforementioned charities to facilitate self-reliance through the generation of renewable energy, primarily through the installation of solar panels and wind turbines; the charities intend to speak with [the Lakota Nation](#).

## **First Step**

The first step would be for you to apply or e-mail questions. The representative of the charities would answer your questions and, if you were applying, interview you by telephone. When the ownership team were assembled, the above outline would be improved, and development would be set in motion by the ownership team

It is possible that CS would be in operation in 2018.

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Thank you.

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