



OUR VISION

The Elephant Project will develop new approaches to foster new dynamic and humane economies which will create sustainable revenue streams for elephant protection and related conservation efforts based on free market principles. These revenue streams will fund solutions that address the short and long-term needs of elephants, the communities in which they live, their environment, and by extension, other imperiled species - fostering an environment where a protected elephant is worth more than a dead one. Specifically, we will:

- Build sanctuaries where there is a need and aid existing sanctuaries that require support. Communities consisting of high-end residences, commercial property and resort facilities will be built in conjunction with sanctuaries when conditions allow based on economic, security, environmental, and market studies.
- Develop extensive retail operations which will market and sell products made in countries dedicated to elephant protection.
- Create a substantial and sustainable revenue stream for elephant protection and related conservation efforts that will derive from; a) the development, construction, sale and leasing of residences, commercial properties, and resort facilities that make up the communities that are integrated with and sensitive to the environmental and ecological requirements of the sanctuaries, b) the operation of eco-tourism businesses that are part of the sanctuaries and communities, including restaurants, hotels, shops, and ancillary businesses, c) property taxes, dues and assessments collected from the owners of the residences and businesses located within the communities, and d) the marketing and sell of goods manufactured in host countries through our retail operations.
- Give **100%** of the profits generated by our retail operations and community development back to programs in the host country to support the establishment and retention of a humane economy within that country. This is in contrast to retail companies that sell elephant-themed merchandise and give an average of 10% of their profits to elephant protection efforts.
- Implement a “one and done” donation model and reduce donor fatigue. Our program is designed to be replicated around the world, thus lessening the reliance on the unsustainable donor-based funding models currently used for animal welfare and other conservation efforts. Donor dollars will go further and accomplish more since the need to donate annually to solve the same problem will be diminished. In simple terms, a donor can invest once in our efforts to achieve their goals.
- Present a unique opportunity for those who donate or invest in a residence or business in the community to not only live near the natural habitat of elephants and other wildlife, but actually witness their investment; a) protect elephants and other imperiled species, b) foster collaboration and fund research that will address the short and long-term needs of elephants, c) better the lives of the citizens of the host country through the building of a humane economy, d) weaken the ability of terrorists to carry out their heinous acts by eliminating poaching as a funding source, and e) reduce the need for U.S. intervention in host countries due to the creation a free market economy in which the people will be empowered to hold their government more accountable, thereby improving the political stability of host countries.

The impact of our efforts will be substantial and transformational. We will help stop the decimation of elephant herds while helping the economies of countries where elephants are imperiled by producing jobs; creating a more diverse, skilled and higher paid workforce; enhancing educational opportunities; providing access to better health care; funding important infrastructure projects; and lessening the burden on governments to implement elephant protection and other related conservation efforts.



EXECUTIVE SUMMARY

Elephants are in danger all over the world. In Africa, nearly 100 elephants are killed every day for their ivory – one every 15 minutes. Poachers profit from the high demand of ivory as a fashion accessory and status symbol. In 2015, a bleak milestone was achieved: the number of elephants killed was higher than the number of elephant births. If this disparity continues, African elephants could face extinction within our lifetime. In Asia, where the elephant population has dwindled to less than 50,000, poaching is a critical problem as well, but many elephants face the additional danger of being illegally trafficked and losing the ability to survive because of the drastic loss of their habitat due to deforestation – which has put their long-term survival in jeopardy.

Protecting elephants and ensuring their long-term viability is critical not only because cruelty to animals is simply wrong, but also because elephants are a keystone species needed to maintain the savanna ecosystem. Protecting elephants safeguards ALL animals whose lives depend on the survival of these magnificent creatures. For every elephant that is saved, countless other species are protected and thrive, ensuring the viability of the ecosystem that we all depend upon.

Additionally, eco-tourism that exists in countries where elephants live is critical to the economic stability of those countries and to their inhabitants who simply have limited employment opportunities. The loss of elephants and by extension other imperiled species, will have a tremendous negative economic impact on those who rely on the benefits of a humane economy where supporting the survival of elephants and ensuring their humane treatment is of far greater value than allowing them to be subjected to cruelty and diminish in numbers.

Even though ending cruelty and protecting this keystone species from extinction is critical to the ecosystem and economies of many countries, there are other reasons to support elephant protection and related conservation efforts. In some cases, the sale of ivory is being used to fund terrorists and their activities around the globe and has been a cause of corruption within countries with existing elephant populations – creating country instability and facilitating the growth of terrorists' networks within those countries.

THE CHALLENGE

While there has been tremendous progress in curtailing the primary cause of elephant decline in Africa - the lucrative ivory trade - a black market for ivory persists. Additionally, in Asia where deforestation and loss of habitat has been a problem, some progress has been made to curtail logging which has been a root cause of the decline in that region's elephant population. But there is still much work to be done.

There are many reasons why current efforts are insufficient, but one challenge is that many of the inhabitants of the countries where elephants exist see little benefit in protecting them – primarily because of inherent human-elephant conflicts that occur when elephants are in search of food and water – resulting in the loss of human life and the destruction of the inhabitants, limited food supply. This has caused many to view elephants as nuisance animals not worth protecting. These feelings are intensified when governments burn millions of dollars' worth of ivory as their countries and citizens suffer in dire financial straits. One report said it best, "local people often ha[ve] few other ways to make a living, and subsistence farmers or herders could make more by selling the tusks of one elephant than they could make in a dozen years of farming or herding."

Because of these beliefs, elephant poaching, illegal logging, and trafficking are often ignored by many locals (and by corrupt government officials), and in many cases the people charged with protecting the elephants

turn a blind eye to their plight for just a few dollars. The challenges facing African and Asian elephants are distinct in several ways, but there is one common thread - man and his ambivalence to their plight and a desire to profit off the inhumane treatment of this iconic and keystone species.

But funding elephant protection programs and related conservation efforts that will ensure their long-term viability can be challenging. Many NGOs, non-profits, and dedicated individuals who work to protect these animals and the environment where they live, spend precious time, energy and resources raising money – which can make it a challenge in accomplishing many of their conservation goals. Additionally, new and innovative ideas that could be transformational in elephant protection and related conservation efforts go unfunded. To many of those on the front lines of this struggle, the current private donor based funding models aren't enough and in many cases, are simply unreliable and unsustainable.

OUR SOLUTION

The Elephant Project will develop new approaches to foster new dynamic and humane economies which will create sustainable revenue streams for elephant protection and related conservation efforts based on free market principles. These revenue streams will fund solutions that will address the short and long-term needs of elephants, the communities in which they live, their environment, and by extension, other imperiled species. We will foster an environment where protecting elephants and ensuring their long-term viability produces prosperity for the people and the government, and where everyone recognizes that a protected elephant is worth more than a dead one.

Our efforts consist of five major components: Sanctuaries and Communities, Research, Education, Retail Operations, and Collaboration.

The implementation of these five components will generate substantial and sustainable revenue streams for elephant protection and related conservation efforts. Revenue will derive from; a) the development, construction, sale and leasing of residences, commercial properties, and resort facilities that make up the communities that are integrated with and sensitive to the environmental and ecological requirements of the sanctuaries, b) the operation of eco-tourism businesses that are part of the sanctuaries and communities, including restaurants, hotels, shops, and ancillary businesses, c) property taxes, dues and assessments collected from the owners of the residences and businesses located within the communities, and d) the marketing and sell of goods manufactured in host countries through our retail operations.

We will give **100%** of the profits generated by our retail operations and community development back to programs in the host country to support the establishment and retention of a humane economy within that country. This is in contrast to retail companies that sell elephant-themed merchandise and give an average of 10% of their profits to elephant protection efforts.

THE IMPACT

The impact of our efforts will be substantial and transformational.

We will help stop the decimation of elephant herds around the world while helping the economies of countries where elephants are imperiled by producing jobs; creating a more diverse, skilled and higher paid workforce; enhancing educational opportunities; providing access to better health care; funding important infrastructure projects; and lessening the burden on governments to implement elephant protection and other related conservation efforts.

We will make donor dollars go further and accomplish more since the need to donate annually to solve the same problem will be diminished. Our solution is a “one and done” donation model and will reduce donor fatigue. It is designed to be replicated around the world, thus lessening the reliance on unsustainable donor-

based funding models currently used for animal welfare and other conservation efforts. In simple terms, a donor can invest once in our efforts and achieve their goals.

We will present a unique opportunity for those who donate or invest in a residence or business in the community to not only live near the natural habitat of elephants and other wildlife, but actually witness their investment; a) protect elephants and other imperiled species, b) foster collaboration and fund research that will address the short and long-term needs of elephants, c) better the lives of the citizens of the host country through the building of a humane economy, d) weaken the ability of terrorists to carry out their heinous acts by eliminating poaching as a funding source, and e) reduce the need for U.S. intervention in host countries due to the creation of a free market economy in which the people will be empowered to hold their government more accountable, thereby improving the political stability of host countries.

In summary, our efforts will provide substantial and sustainable funding for elephant protection and related conservation efforts, reduce donor fatigue, foster collaboration, lessen funding sources for terrorists, while improving the economic and political stability of host countries.

WHO WE ARE

The Elephant Project is a U.S. based 501(c)(3) charitable organization. Donations are tax deductible for income, gift and estate taxes. We were founded in 2015 to help existing elephant protection and related conservation efforts and create new ideas and new solutions to compliment those efforts. We are fortunate to have the support of visionary leaders from all segments of society who are committed to elephant protection, ensuring their long-term viability, and who have extensive knowledge in developing free market economies.

What makes our efforts unique and different from traditional donor and eco-tourism funding models is the reliability, sustainability, and scale of our solution and the integration of all facets of elephant protection – sanctuaries, research, education, and collaboration. In addition, we will develop retail operations based on new and existing industries within host countries to complement traditional eco-tourism funding models. Our efforts to develop humane economies based on free market principles are transnational and multicontinental and will create millions of U.S. dollars on a sustainable basis for elephant protection.

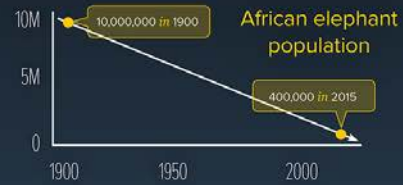
PROGRESS AND NEXT STEPS

The Elephant Project has made tremendous strides towards the implementation of our solutions that will help elephant protection and related conservation efforts. The President of Malawi has endorsed our efforts and we are actively working with the Malawian government on next steps. We are partnering with the Cambodia Wildlife Sanctuary, a one-million-acre jungle sanctuary located one hour north of the world-famous Angkor Wat temples, to incorporate our solutions with their existing efforts. In addition, we are actively working with the government of Myanmar on how to implement these solutions in their country. This is evidence of the tremendous potential of **The Elephant Project**.

We are actively pursuing leads in other countries where implementing our solution and establishing a humane economy is critical to elephant protection and related conservation efforts. In addition, we are conducting economic, environmental, and security analysis of potential host countries; preparing preliminary design concepts for the sanctuaries and communities; as well as preparing retail and market analysis necessary to create investor and funding plans.

Our solutions are ambitious – but doable. Challenging – but transformational.

dead or alive: the value of an
ELEPHANT



During 2011, about one of every 12 African elephants was killed by a poacher.

\$2,100

The estimated raw value of one kilogram of uncarved ivory in China in 2014.



The weight of the heaviest elephant tusk found to date.

102.7 KG
(226 lbs.)

\$21,000

The average estimated raw value of one dead elephant's tusks.



Dead

\$1.6 M

The estimated value of one live elephant to tourism over its lifetime.



Alive

Considering their full life span, live elephants are **76 times more valuable** than dead ones.

\$23,000

The estimated value of a single live elephant to tourism per year.



The average life span of an African elephant.

70 YEARS

Number of sub-Saharan countries elephants are found in.



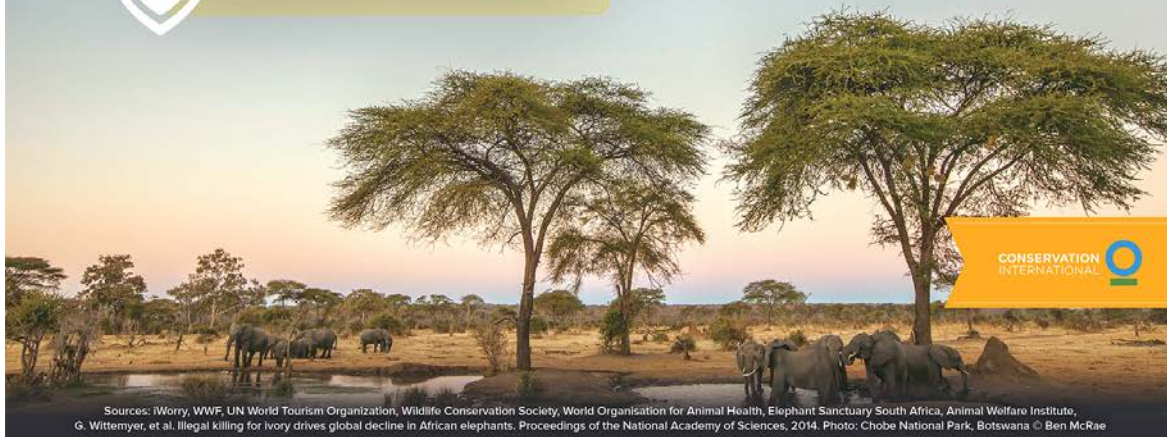
Percentage of Kenya's annual GDP derived from wildlife tourism alone.



With tourism on the rise throughout Africa, the average amount of money spent per day by wildlife tourists in sub-Saharan Africa is \$433.



Visit conservation.org/trafficking to learn more about the illegal wildlife trade.



OUR SOLUTION

The Elephant Project will apply free market principles to foster new dynamic and humane economies to create sustainable revenue streams for elephant protection and related conservation efforts. These revenue streams will fund solutions that will address the short and long-term needs of elephants, the communities in which they live, their environment, and by extension, other imperiled species. We will foster an environment where protecting elephants and ensuring their long-term viability produces prosperity for the people and the government, and where everyone recognizes that a protected elephant is worth more than a dead one.

Our efforts consist of five major components: Sanctuaries and Communities, Research, Education, Retail Operations, and Collaboration.

SANCTUARIES AND COMMUNITIES



The Elephant Project will build sustainable, secure sanctuaries and communities that are in harmony with the environment that will protect this keystone species, ensure their long-term viability, and foster economic growth in countries who embrace a humane economy based on free market principles. We will build sanctuaries where there is a need and aid existing sanctuaries that require support. Communities consisting of high-end residences, commercial property and resort facilities will be built in conjunction with sanctuaries when conditions allow based on economic, security, environmental, and market studies.

Revenue will derive from; a) the development, construction, sale and leasing of residences, commercial properties, and resort facilities that make up the communities that are integrated with the sanctuaries, b) the operation of eco-tourism businesses that are part of the sanctuaries and communities, including restaurants, hotels, shops, and ancillary businesses, and c) property taxes, dues and assessments collected from the owners of the residences and businesses located within the communities.

The Elephant Project will give 100% of the profits generated by our community development back to the host country to support the establishment and retention of a humane economy within that country.

These sanctuaries and communities will produce jobs; create a more diverse, skilled and higher paid workforce; enhance educational opportunities; provide access to better health care; fund important infrastructure projects; and lessen the burden on governments to implement elephant protection and other related conservation efforts.

RESEARCH



The Elephant Project will support existing research efforts and promote new and innovative research focused on finding solutions to elephant protection, human-elephant conflicts, and address the long-term environmental needs of the species. We will also advance new innovative solutions to support and grow humane economies.

EDUCATION



The Elephant Project will support educational efforts that increase awareness of the plight of elephants, their importance to the ecosystem, existing elephant protection and related conservation efforts, and how free market principles can be used to protect elephants and other imperiled species.

We will build schools to support those who live in or near the communities and provide college scholarships to those who seek to pursue a career in wildlife management and related conservation disciplines.



RETAIL OPERATIONS

The Elephant Project will develop extensive retail operations which will sell products made in countries dedicated to elephant protection, which will support the growth of a humane economy within those countries.

We will sell goods created by local artisans and established local industries. We will work to expand existing industries within host countries and help create new ones, encourage entrepreneurship, and promote new products and services that will help sustain a humane economy.

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COLLABORATION

The Elephant Project will provide free office space, research facilities, housing, and funding to NGOs within the communities we establish that are dedicated to the protection of elephants and related conservation efforts.

There are countless groups and individuals doing transformational work in elephant protection and their long-term viability. Our mission is not to replicate work that is being done but to supplement where necessary, support when possible, and provide a platform to help foster collaboration that could lead to new ideas, new solutions, and a new future for elephants and other imperiled species.

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MASTER PLANNING DOCUMENT

The Elephant Project consists of five major components: Sanctuaries and Communities, Research, Education, Retail Operations, and Collaboration.



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SANCTUARIES

The sanctuaries will be home to indigenous elephants and those in need of relocation for political, environmental and fiscal reasons. This includes elephants from Zimbabwe that are being sold to zoos, as well as the elephants recently retired from Ringling Bros. and Barnum & Bailey Circus.

Key components of the sanctuaries:

- Designed using new and existing technologies that will address the impact of climate change on the elephants' native habitat by providing food and water on a sustainable basis to the animals within the sanctuary – which will also diminish the likelihood of human-elephant conflicts.
- Designed to ensure the boundaries of the sanctuary are protected with state-of-the-art notification systems and deterrents to limit poaching, trafficking, illegal logging, and human-elephant conflicts.
- Designed in harmony with the surrounding ecosystem and in a manner, that allows elephants to live unencumbered.

- Designed in accordance with standards developed in partnership with the Global Federation of Animal Sanctuaries (GFAS).

COMMUNITIES

We will develop communities strategically located in proximity to the sanctuaries to serve as a deterrent to poaching, trafficking, and illegal logging while causing minimal disruption to the animals' natural habitat.

Key components of the communities:

- Established in countries that will benefit from economic development, have a stable and democratic government, supportive of free market economic principles, a commitment to the conservation and protection of elephants, and where the construction of communities makes sense based on economic, security, environmental, and market assessments.
- Designed to consist of residences, commercial property, and resort facilities including hotel and conference facilities.
- Designed so that any residential areas built as part of the community are consistent with the principles of new urbanism; pedestrian-friendly streets, access to schools and health care facilities, environmentally friendly, housing and shopping in close proximity, and accessible public spaces.
- Home to offices and facilities provided free of charge by **The Elephant Project** for scholars, researchers, NGOs, and activists wanting to collaborate on issues related to the long-term conservation and protection of elephants and other imperiled species.

More broadly, communities will:

- Be developed as part of an existing defined area where elephant herds are currently exposed to the possibility of poaching and illegal trafficking, such as an existing national park or wildlife preserve.
- Be developed in conjunction with the creation of a new sanctuary whose boundary will be defined and recognized by the host government.
- Be developed so that the community will be built on land around the sanctuary and not within the animals' habitat.
- Designed in a way that does not interfere with the migration patterns of elephants and other indigenous species. It is important to make clear that we are not building a continuous fence around the sanctuary.
- Consist of residences that can be sold and/or leased.
- Consist of commercial, civic, and institutional buildings that will support the community and eco-tourism industry created by the building of the sanctuary and community.
- Will consist of small cottages (800-1400 square feet) that encircle the community and are spaced at specific intervals on the boundary line of the sanctuary. The cottages will be connected using technology newly developed for the project, which will help give advance warning of poachers, traffickers and illegal loggers in the vicinity, allowing for the rapid deployment of rangers and other security personnel to stop them before they act.

The Elephant Project will lease or own, as allowed by country specific laws, the land on the boundary of the sanctuary where the community is built while the host government will continue to own the land within the boundary – unless the government opts for **The Elephant Project** to lease or own the land within the sanctuary as well.

Dwellings / Residential

Using the new urbanism design criteria as a template, the community will be approximately 80 acres in size. There will also be 20 plantation sites approximately 50 acres each - adding roughly 1000 acres to the size of the project. Additionally, using the formula of a boundary cottage every 2 miles, there will be another 33 residences (based on a perimeter of 66 miles). If each cottage is one acre, an additional 33 acres will be

added to the overall size of the project. However, some of the plantation sites could be built along the boundary, which could reduce the number of boundary cottages.



Example: Southlands, Canada

We will utilize a density of 5 to 8 residences per acre. Based on these rough assumptions, the total development size would consist of approximately 453 to 693 residences of various sizes and price points on 1,113 acres. Some of the residences will be for those who work at the sanctuary or in the community.

It is important to note that these are rough calculations for conceptual planning. The size of the community would be adjusted based on market demand and sized to ensure that it meets the requirements of a new urbanism community and consistent with the requirements set forth by the Global Federation of Animal Sanctuaries.

Hotel / Conference Facility

A key part of the project will be to develop a hotel with adjoining conference facilities. Additionally, if feasible, a world-class golf course will be built as part of the community.

Civic / Institutional Elements

We will develop a residential community that will be used by families for generations. As such, it is important to develop all the necessary components for people to live: medical facilities; schools, a town hall, a public market, emergency support, post offices, etc.

Though this project will be in part marketed to an international audience, it is critical that the local inhabitants be an integral part of this project, and that they benefit from the civic and institutional elements built as part of the community.

Commercial Property

We will design commercial properties that will consist of restaurants and select retailers that will service not only the visitors, but also those who live in or near the community.

Additionally, a key component of the project is to develop office space that can be used by NGOs from across the continent for research in the areas of animal welfare and conservation. It is important to create an environment where collaboration is fostered.

Infrastructure

As discussed above, this development will most likely be constructed in a part of the country that has little to no infrastructure. Because of this, we will design every aspect of the project including sewage, storm water, power grid, transportation grid, and possibly a small, private airport. We will be developing infrastructure that will not only support this project but will help the host country nationwide.

The Market

The key question is if a market for this project exists and, more specifically, what type of people will want to invest by purchasing/leasing residences to help protect elephants.

There is little doubt that there is global interest in protecting elephants. A recent New York Times article highlighted this point. Hundreds of millions of dollars have been donated to the various groups that are focused on elephant conservation. The unique aspect of this project is that people who donate, or invest in a residence or a business in the community, will not only get the opportunity to live near the natural habitat of elephants and other wildlife, but will see their investment, a) protect elephants and other imperiled species, b) fund research that will address the short and long term needs of elephants, c) better the lives of the citizens of the host country through the building of a humane economy, d) weaken the ability of terrorists to carry out their heinous acts by eliminating poaching as a funding source and, e) reduce the need for U.S.

intervention in host countries due to the creation a free market economy in which the people will be empowered to hold their government more accountable – improving the political stability of host countries.

The people who would likely invest in this project, other than those who give a direct donation, will fall into four distinct categories:

- Individuals who have the resources to own residences in multiple places around the world and who will use this residence as "one" of the places they live;
- Individuals who have the ability to own a residence in the \$400,000 to \$800,000 range but who need to, or want to, offset the cost of the investment by leasing the residence to visitors and eco-tourists to the sanctuary (this will be the bulk of the properties);
- Individuals looking for a full-time retirement residence in a unique place like an elephant sanctuary.
- Individuals who work in and around the sanctuary and community.

Boundary cottages will be marketed to individuals and corporate sponsors who can provide their employees, business partners, friends, and family the opportunity to visit and witness firsthand our conservation efforts and how their investment is making a difference.

Like most developments, the project will be built in phases as the market warrants.

Security

Protection from poachers, traffickers, illegal loggers, and elephants and other species in search of food or water (or who are just naturally curious) will need to be addressed to ensure that those who visit, work and live in the community are safe. A security assessment will be made for each sanctuary and community and the results will be taken into consideration during the design of the project. Some initial thoughts:

- Hire a private security team that will complement the police force established as part of the community.
- Require members of the security team and the police force (and their families) to occupy residences constructed near the boundary cottages. These residences will be part of the compensation package they receive - one of the tangible benefits of embracing the principles of a humane economy. This will allow for security personnel to rapidly deploy in case of any threat to the elephants, the environment, the sanctuary, and the community.
- Work with technology firms to develop early warning systems that are integrated into the boundary cottages to provide advance warning of any dangers to the sanctuary or community.
- Work with the host government to develop a rapid response team comprised of their security and military forces.



RESEARCH

The Elephant Project will support existing research efforts and promote new and innovative research focused on finding solutions to elephant protection, human-elephant conflicts, and address the long-term environmental needs of the species. We will also advance new innovative solutions to support and grow humane economies.

A critical component of the project will be to build world-class research facilities focused on developing solutions addressing the short and long term needs of elephants. This research will be greatly enhanced by the proximity of the research facility to the natural habitats of elephants and other imperiled species. This non-invasive research will include, but not be limited to:

- Developing a test that can differentiate between pre-and post-ban ivory. This test must be able to produce results quickly and outside of the laboratory. It is critical to be able to test ivory that is in the possession of poachers as well as test ivory being used to produce products being sold around the world.

- Researching the feasibility of integrating elephants from captivity back into the wild.
- Establishing the Institute for the Study of Humane Economies, which will develop methods that countries can implement allowing them to thrive through the adoption of humane economic principles, and thus be more inclined to protect their wildlife and environment.
- Working with technology firms like Google and Sidewalk Labs to develop state of the art protections against poaching, trafficking, and illegal logging – like non-restrictive fence lines and early warning systems that are integrated into the boundary cottages.
- Developing solutions to address the long-term needs of elephants facing limited access to water and food because of the impact of climate change.

EDUCATION



The Elephant Project will support educational efforts that increase awareness of the plight of elephants, their importance to the ecosystem, existing elephant protection and related conservation efforts, and how free market principles can be used to protect elephants and other imperiled species.

We will build schools to support those who live in or near the communities and provide college scholarships to those who seek to pursue a career in wildlife management and related conservation disciplines.

The Elephant Project will educate people around the world on elephant conservation efforts through a variety of platforms, including: our retail outlets, *The Elephant Times*, **The Elephant in the Room** speakers' series, conferences, documentaries, and radio and television specials that will be aired globally.

We will also train individuals on how to implement the results of the original research conducted by **The Elephant Project**.

RETAIL OPERATIONS



The Elephant Project will develop extensive retail operations which will sell products made in countries dedicated to elephant protection, which will support the growth of a humane economy within those countries.

We will sell goods created by local artisans and established local industries. We will work to expand existing industries within host countries and help create new ones, encourage entrepreneurship, and promote new products and services that will help sustain a humane economy.

The Elephant Project will give **100%** of the profits generated by our retail operations back to programs in the host country to support the establishment and retention of a humane economy within that country. This is in contrast to retail companies that sell elephant-themed merchandise and give an average of 10% of their profits to elephant protection efforts.

The retail operation will be a fusion of the Anthropologie and the original Banana Republic retail models. Stores will sell clothing (both high-end travel wear and everyday lifestyle clothing), furniture, household goods, themed books and magazines, and travel gear. All products will be sold under **The Elephant Project's** private label created to ensure that we control all aspects of the retail operation including the source of the products and to generate the highest profit margin creating more revenue for elephant protection. The retail strategy will also include a very robust online merchandising strategy.



The retail operation will highlight products via a catalogue that is a combination of the J. Peterman and original Banana Republic catalogues. It will be called *The Elephant Times* and the quarterly editions will also

contain stories about elephants as well as personal narratives from people working to protect them. To keep interest in the catalogue, it will also include travel tips, coupons and rebates from airlines, hotels and other travel services that have agreed to donate a percentage of the revenue generated through the catalogue to **The Elephant Project**. These savings will only be offered for travel to countries that have embraced a humane economy.

Each retail store will contain a coffee shop called **The Elephant Bean** which will roast beans on site, and only sell coffee beans sourced from countries committed to elephant protection. **The Elephant Bean** products will also be sold in other traditional retail outlets, such as grocery stores.

Retail stores will be located globally including in the communities that we build as well as international airports.



COLLABORATION

The Elephant Project will provide free office space, research facilities, housing, and funding to NGOs within the communities we establish that are dedicated to the protection of elephants and related conservation efforts.

There are countless groups and individuals doing transformational work in elephant protection and their long-term viability. Our mission is not to replicate work that is being done but to supplement where necessary, support when possible, and provide a platform to help foster collaboration that could lead to new ideas, new solutions, and a new future for elephants and other imperiled species.



OUR TEAM

The Elephant Project is fortunate to have the support of visionary leaders from all segments of society who are committed to elephant protection, ensuring their long-term viability, and who have extensive knowledge in developing free market economies.

BOARD OF DIRECTORS

M. Dane Waters, Founder and President - Dane has worked on six continents with government officials, activists, academics and NGOs. He has worked on presidential and prime ministerial campaigns all over the world and has traveled to over 100 countries. He has consulted on projects with the United Nations, the U.S. Department of State and the International Republican Institute. He was a political appointee in President George H. W. Bush's administration, and served as the Political Director of the Humane Society Legislative Fund and the Humane Society of the United States, one of the largest NGOs in the U.S.

Since he was ten years old, Dane has been drawn to the plight of these magnificent animals when he first saw an elephant getting off the circus train in Birmingham, Alabama. He grew a strong attachment to Africa and Asia through his many travels to the continents. After decades of developing and executing solutions to difficult problems, he felt it was time to use his diverse experience and skills to help do what he could to find new ideas and new solutions to this epic struggle.

Brad Ketcher, Director and General Counsel - Brad has deep experience in state-level government, politics and law. He has served as the top appointed official in his home state of Missouri--- Chief of Staff in the Governor's Office. In that position, he oversaw the day-to-day operation of the executive branch, negotiated legislation, oversaw public communications campaigns, coordinated statewide issue management and oversaw important state litigation. He has also served as the Governor's Office Counsel and Legislative Director.

A graduate of Central Methodist College and Saint Louis University School of Law, Ketcher has also served as a Special Assistant Circuit Attorney in St. Louis - and most importantly, a lifelong animal lover.

Joe Maxwell, Director - Joe grew up on a family farm in the state of Missouri, USA. Maxwell has served his state as a state representative, state senator, and Lt. Governor. Joe began his political career as a campaign staffer for several legislative and state wide races. For a period, he worked as a field director for then Leader Dick Gephardt. He is a founding member of the Democrat Legislative Campaign Committee and has run many caucus campaign programs. As a legislator, Joe passed numerous bills that supported value added agriculture projects and programs for the family farmers and their traditional animal husbandry practices while working against large-scale, industrialized farms. He co-sponsored anti cockfighting legislation, legislation to regulate puppy mills and outlawed bestiality.

Joe is currently the Senior Political Director for the Humane Society Legislative Fund. He has been around animals his entire life and his passions for their humane treatment has been one of his core guiding principles. Joe continues to farm with his brother and along with 50 other family farmers, they sell Global Animal Partnership humanely certified pork.

ADVISORY BOARD

Senen Antonio - Senen is a partner with an architect, urban designer and planner with nearly twenty years of international experience in sustainable design and planning, including plans for regions, military base redevelopment, transit-oriented development, disaster recovery, urban reclamation, revitalization and infill, and new towns, in Asia, Africa, Europe and North America. Antonio has managed projects across all phases from conceptual design through construction. He lectures widely, with a recent focus on Asia, with government and university-sponsored lecturers in China, Laos, Indonesia, and the Philippines, and he contributes articles to professional journals.

Carmen Berg – Carmen is a leading specialist in luxury real estate with Sotheby’s International Realty having worked previously with Rodeo Realty and Joyce Rey’s distinguished team at Coldwell Banker Previews International in Beverly Hills. She is a graduate of the renowned World Wide College of Auctioneering in Mason City, Iowa and is one of the few licensed female auctioneers in the country. Carmen is well connected within cross-cultural communities and has extensive experience representing prestigious property transactions on behalf of Turkish and Middle Eastern clients. Carmen is very active with animal welfare issues, participating in charity events, fundraising activities and volunteer work.

David Casselman – David is a Los Angeles trial lawyer with a passion for animals and conservation, worldwide. He has been particularly focused upon saving elephants, both in captivity and in the wild, for decades. Apart from his busy litigation practice, he has championed the cause of animals in a variety of ways. One of his more significant legal victories involves an 8-year pro bono litigation against the City of Los Angeles to stop the abuse of elephants at the L.A. Zoo. His victories at trial and through the Court of Appeal have opened the door for future legal challenges against public entities, which are similarly abusing their animals.

David is also the creative force behind, and a co-founder of, the Cambodia Wildlife Sanctuary. It is a one-million-acre jungle sanctuary, located one hour north of the world-famous Angkor Wat temples in Cambodia. The Sanctuary receives volunteers weekly, who help develop the facilities and work with the four elephants the Sanctuary has already saved from oppressive conditions. The Sanctuary is a fully functioning facility, working with the local community, growing its own food, and protecting a wide range of indigenous species, with an emphasis on Asian elephants.

David is also fully committed to developing many more sanctuaries across the globe. He recognizes the urgent need to protect the rapidly diminishing wild spaces, which now remain and the animals that call them home. With his legal background and experience in animal and conservation causes, he is excited about teaming up with The Elephant Project to help make our mutual dreams a global reality.

Michael Y.M. Kau, PhD – Michael is a Senior Fellow at Taiwan Foundation for Democracy, a non-profit national think tank devoted to the study and promotion of democracy and human rights. Previously, he served as Taiwan’s Representative to the European Union, and was Deputy Minister of Foreign Affairs and founding President of the Taiwan Foundation for Democracy.

Born and raised in Taiwan, Dr. Kau studied political science at National Taiwan University and earned his PH. D. degree in comparative politics and international relations at Cornell University. He had a long and distinguished academic career in the United States, before returning to Taiwan to serve in government. He was a Professor of Political Science and Director of the East Asian Security Program at Brown University for over thirty years, during which he also served as faculty advisor to various East Asian programs /centers at Columbia, Cornell, and Harvard Universities.

David F. Klein - David is a litigation partner located in Pillsbury's Washington, DC, law office. His practice focuses on resolving disputes with insurance carriers through litigation and negotiations. David is experienced in matters involving general and excess liability, pollution legal liability, first party/business interruption, fidelity/crime, directors and officers and errors and omissions coverage. David has been a lifelong animal lover and devotes a significant portion of his time to pro bono activities including those that protect animals from inhumane treatment.

Adam M. Roberts - Adam has spent the past quarter century working for animal protection and wildlife conservation in Washington, DC. Adam has significant expertise working on issues of international wildlife trade and captive wild animals. He also serves on the board of directors of the **Species Survival Network** and is a founding member of the board of the **Global Federation of Animal Sanctuaries (GFAS)**. He is also the founder of **The \$10 Club**, a micro-philanthropic organization funding poverty alleviation projects in developing countries.

Daniel Schily – Daniel is a member of the Supervisory Board of Voith, one of the largest business conglomerates in the world. Daniel is very active in efforts to bring greater democracy to government institutions. He is a co-founder of Democracy International and in 1988 he helped establish the German democracy organization, Mehr Demokratie. Since then he has dedicated his life to realizing more democracy and citizens' participation in Germany and at global level. Daniel, along with his wife and four children, have been strong supporters of animal issues globally. He studied philosophy and mathematics at the University of Bonn, Germany.

Stevi Stoesz – Stevi is the Executive Director of the Indianapolis City Market and a twenty-two year veteran of public market, event and program management. She founded the Original Farmers Market in 1997 in downtown Indianapolis and was a featured speaker at the Project For Public Spaces' 4th and 9th International Public Markets Conference in Seattle, Washington and Barcelona, Catalonia, and Spain.

Stevi is a member of the Humane Society of the United States' Indiana State Council. She is active in animal welfare issues and has planned several fund raising events for regional animal welfare nonprofit organizations. Stevi volunteers for many of those groups including German Shepherd Rescue Indy, Indianapolis Animal Care & Control, Humane Society of Indianapolis and Mobile Mutts, a canine transport group that pulls death-row dogs from high-kill shelters in the South to the safety of screened and approved foster-based rescues throughout the Midwest. She is also a member of Indiana Animal Rights Alliance and Mercy For Animals.

Joe Trippi - Joe was heralded on the cover of The New Republic as the man who “reinvented campaigning,” and has been at the forefront of movement politics for nearly 30 years. Joe began his political career working on Edward M. Kennedy's presidential campaign in 1980 and has worked on numerous presidential, gubernatorial, senate, and congressional campaigns in the United State and around the world since - many within Africa. In 2008, Joe helped Morgan Tsvangirai and the Movement for Democratic Change receive the most votes, and helped garner international media attention to Robert Mugabe's democratic subversion and violence, which led to a 'unity' government and Tsvangirai becoming Prime Minister of Zimbabwe.

In 2010, Joe was a senior strategist and media consultant in Jerry Brown's successful run for California Governor. He is the author of "The Revolution will not be Televised: Democracy, the Internet and the Overthrow of Everything," which chronicles his revolutionary use of the Internet in political campaigning. Joe has consulted on animal welfare issues all over the world and maintains his own animal sanctuary in Maryland.

Connie Harriman Whitfield - Connie was appointed by President George H.W. Bush as Assistant Secretary for Fish and Wildlife and Parks for the Department of Interior where she oversaw both the U.S. Fish and Wildlife Service and the National Park Service. As Assistant Secretary, she played a key role in the American ban and the worldwide ban on the trade in elephant ivory. She was subsequently appointed director at the U.S. Export-Import Bank of the United States. Previously, she had served as Associate Solicitor at the Department of Interior, at the department of Justice and as a private practice attorney in Los Angeles. A longtime volunteer in animal protection work, Harriman-Whitfield also serves on the board of the Stephen Decatur House, the Friends of Nemours Wildlife Foundation, and the Women's Committee of the Washington National Opera. Connie is a Phi Beta Kappa and cum laude graduate of Stanford University and holds Bachelors and Master's Degrees from Stanford University and a Juris Doctorate Degree from the University of California at Los Angeles.