

Lost Arts Research Institute

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Eldamar Retreat The Business Plan

Note to readers: This preliminary draft of the business plan is intended to give a general overview of the project in its conceptual form. Further details are available, or can be generated, as may fit the requirements of various individuals or business entities considering some form of participation.

Eldamar

topon. Elvenhome

The home of the Elves within Valinor (S/59). This name is a compound of *Elda* “Elf” and *már* “home”. As noted by Tolkien, it must have been a late compound, otherwise the more primitive form **-mbar* of the second element would have been preserved as ***Eldambar* (PE17/106).

Conceptual Development: This name dates back all the way to the earliest *Lost Tales*, where it had essentially the same form, meaning and etymology (LT1/19, LTA1/Eldamar).

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Reference: <https://www.elfdict.com/w/elvenhome>

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I. From The Founder of Lost Arts Research Institute

This is a business proposal to blend income generation with genuine service, both to individuals, fortunate enough to visit our facility, and to the general public. Numerous other proposals you can read will show business ideas to generate profit, treating as inconsequential the collateral damage or unspoken consequences. In other words, variations on the common understanding of modern business, in which anything you can get away with, even if technically illegal, if it makes money and you don't get punished or the punishment is less than the profit, is understood as success. I know, I studied it for my MBA. On the other hand, those even vaguely aware that something is amiss in modern society, that we have become disconnected from who we really are, and that there are problems we are not addressing that are being misrepresented to us by our "leaders" or not mentioned at all, if you are interested in thinking beyond the box you have always been told to stay in, I want to talk to you.

This is not the usual business plan, because it is not the usual business. That does not mean it will not be extremely successful, generating an abundance of cash flow and net income (not technically profit, since the business entity is a 501(c)(3) public charity). It does mean that generation of net income is not the primary motivation for this project. The primary motivation behind this work is service to individuals, and service to humanity. Not as a business slogan, not as a sincere-sounding marketing ploy, but for real.

The clock is ticking to a time in the near future when as a species we may pass the point of no return for our own survival. At that point, arrogance and high technology will not allow us a chance to try again. Most of the threats to the continuation of physical life on this planet are unknown to the public. Economies are crashing both in America and on a global scale, not by chance or bad luck, but by design of the rulers of our world, who are serving their own larger agenda, unfriendly to the mass of humanity and all life on the planet. Most of the

environmental problems are being created and driven by the same people, and then generally blamed on you and I, for our incorrect use of the energy sources and technologies we get from the same rulers causing the problems in the first place. Simultaneously, technologies for the generation of free and clean energy are not non-existent, they are suppressed, their inventors subjected to lethal violence if they do not cooperate to keep the answers hidden.

The health of the world's population is being decimated also by design. Food, water, air and Earth are all polluted by poisons which should never have been produced in the first place, and were never needed. Labeling them, as in the instance of GMO food ingredients, is a nice idea, but banning them is the minimum common sense policy if we want to go on living. Better alternatives have always existed. And genetic engineering is only one example of the harmful technologies and products being promoted by the partnership of government and industry. There are many, any one of which could potentially end the experiment of life on Earth.

Given that we care not just about ourselves, but also about the children just beginning their adventure of physical life, and about those to come after, and given that we may have very limited time to decide our best course of action, what is it that we can do, to change our fate and the future of life on Earth for the better?

Once we have the courage to really look at the gravity of our situation, we need to activate a plan of action that gives us the best chance of success. If we want access to all of our faculties and to be operating at 100% of our creative capacity, we need to optimize our health as step one. Opening up our awareness and experience of our real potential is much more difficult if we are distracted by constant distress in the physical body. We are being trained today that such constant distress is normal, and to need drugs to deal with it is normal. But these things are not true. There has always been a much better way. Here we have to deal with an important roadblock to making a change for the better: the real

information on health, just like the advanced energy technologies, has been hidden from us for a long time. And now at this point, we don't have the luxury of taking generations to get it back.

Fortunately, the design principles of nature and how to bring our lives into harmony with them, have been known for millennia, and taught by those who understood and used them. When this protocol is followed, the body itself, or rather the consciousness and intelligence in it, heals us on all levels, step by step, in a way no human doctor could ever do, and with much better end results. When the physical health is repaired, the brain also can function on a much higher level, and the mind can become clear. Then the real work can start. Motivation changes automatically when toxins in the body are replaced with live nutrients and other natural healing steps are taken. The desire to harm others or one's self fades, and eventually leaves forever. It becomes a "whole new ballgame." Those wishing to clean up the multi-level mess on our planet, and ease the unimaginable human suffering, have a real chance to succeed, when they have gone through this change, their health and clarity restored.

This business plan is about providing a place for brave people, wanting something more in their lives, to take that first step. This is about giving them a place to experience what it feels like for the body to become clear of toxins, for the mind-fog to lift, for new life, new strength, new appreciation for our fellow beings on spaceship Earth to emerge, to remember who we are, what we can really do, and begin to act accordingly. No place like Eldamar Retreat exists yet, to my knowledge on this planet, though part of this plan is to encourage numerous others to develop.

Money can be generated by providing a place for people to re-connect with the healthy and more conscious versions of themselves, one of the most fundamental human needs on Earth today. This plan explains how that will be done. Income and abundant net cash flow will be created in the process of spreading a new awareness, a new experience of enhanced health, consciousness and oneness of

all life. A new model of business can be demonstrated, and I hope it will be copied everywhere.

If you have the resources to help make this dream a reality, to donate a few dollars, or fund the entire \$25 million we need to raise, or anything in between, please be part of this effort with us. It is time to connect financial resources to projects that will help us reclaim our lives, our freedom, and our forgotten normal state of being.

If things go the way they are headed now, money will lose what is left of its value (that is the plan), and we will have other, less pleasant concerns. I believe we still have a chance to turn things around. The Earth has potential for beauty so powerful, it can overcome and wash away the wounds that our society, under direction of malicious leadership, has inflicted. The means to repair all the damage exists today. Are we brave enough to learn to use it? The natural potential of our planet is something beyond our imagination, and we deserve to see it fully manifest, for future generations to enjoy and live their lives in harmony, the way things were meant to be.

Richard Sacks, Founder

Lost Arts Research Institute

Sedona, Arizona, USA

2016

II. Executive Summary

Two groups of people need an alternative plan when reaching key points in their lives. The first group is those that get diagnosed with a serious, possibly terminal condition, but want something better than the route of conventional medicine. Something tells them there is another way, and they search for it.

The second group is the people that reach a point in their lives where finding lasting satisfaction and deep self-knowledge becomes a priority. The usual routines that involve ways to stay unconscious of what is actually going on inside one's self, of the dire situations in the world around us, and of the fact that it is up to us to find a way to change the future for the better, these life habits become unacceptable. At that point, a person seriously looks for more, willing to work to discover another way. And like the first group, people at this point in life also search for it.

Great spiritual teachers of all times have offered solutions to both of these situations. Those solutions have not been religions, or any set philosophies, but direct experiential knowledge. Health on all levels of being, and the ability to make exceptional contributions to the future of humanity, can be made possible by starting with knowledge of self. This is the idea of "holistic" health, that all things are intimately connected. There are "laws," or design principles, of nature, according to which our body operates. Understand them and bring the lifestyle of any person in harmony with them, and the consciousness already keeping us alive, does the healing.

There is a current of harmony maintaining all forms of life. It is not a belief system, it is real and it is self-aware. It tends toward self-correction, a profound homeostatic state, in which the consciousness that permeates all life knows what to do and always works to accomplish it. That current has great power to heal all things. It does not need us to push it, or to "figure it out" in order for it to work. It needs us to do one thing only, to stop blocking its action, and it will bring us all

we need and more.

The Eldamar Retreat facility will be a world unto itself, comforting, exhilarating, inspiring, revolutionary, helping guests to see and experience a place in themselves as unimaginable, and as familiar as home, when one has been away for what seems like forever. Healing of body, mind and spirit happen in this environment. The renewed and unblocked energy will pass through our guests to the rest of the world.

IV. Business Description

Eldamar Retreat will be located on 300 or more acres, away from major population centers. It will be off the power grid and away from pollution sources, physical and electromagnetic. On site advanced technologies, some of which we have now, will also mitigate incoming pollution from geoengineering, nuclear fallout and cell towers. Underground water will be abundant, with a well pumping system protected against EMP damage. All electric power required will be generated on site from clean and advanced energy generation systems.

Buildings and facility features, furniture and other items on site will be crafted from natural materials in harmony with the land. Guest accommodations will exude luxury and comfort, in an energy of harmony and connection to the elements of nature. Food used in the program will be a combination of raw fruit, vegetables, seeds and nuts grown on site (in open air and greenhouses for year-round production), and fresh, organic, properly produced raw milk. Dairy animals will be treated with love as pets, retired on site instead of being put to death when their milk output slows down. Babies of the dairy animals will get the milk from their mothers that they need (humans will use what the babies do not need), and males will not be killed. An ancient model of dairy production not seen on Earth for thousands of years will thus be reintroduced, and the quality of milk from it will be unlike what people have experienced before.

Detoxification programs will be based on fasting (water or fresh raw vegetable juices), in combination with other parts of the complete natural protocol for most life-renewing results. Rebuilding and enhanced lifestyle programs will make use of fresh, organic, raw fruit, nuts, seeds, vegetables and milk produced as mentioned above. Animals will be fed from the land on site, and all growing areas will be treated with volcanic or glacial rock dust, organic animal manure and wood chips as mulch over the other materials. This will ensure a level of nutrition for guests that has not been seen in recent millennia.

In addition to core juice fasting and organic live food programs for total renewal, guests will have access to educational classes in yoga, dance, resistance and cardio training, meditation with redirection of mental and physical programming, fine arts, voice skills and music, advanced gardening, farming, and crafts including those on the edge of extinction.

The best juice fasting retreats worldwide are already producing phenomenal results and giving people an introduction to quality of life and health they never thought would be possible for them, and that will happen at Eldamar Retreat. But the experience at our facility will be even more than that, with a profound exposure to and experience of a connection to the current of harmony and health itself, and lessons in how to stay connected. Part of the ulterior motive of this project is to help guests and students get back to their incredible, forgotten but normal, potential as brilliant beings of light, so that we can have a chance to change the future of our planet back toward healing, unlimited life, harmony and love.

High end retreats, without the special features of Eldamar Retreat, charge in the neighborhood of \$5,000 per week, and are booked far in advance. We plan to set prices in the same range and offer much more, in a unique setting that will make our facility one of a kind. We plan to start with accommodations for at least 25 guests at a time, a small enough number to keep the quality of service and guest experience at a maximum level at all times.

Start up costs will include acquisition of real estate for the facility, building the required structures, roads and advanced, clean energy generation plant along with other advanced technologies to be part of the program, installation of landscaping and agricultural crops and trees, and hiring of staff.

Ongoing costs will be primarily site maintenance (labor and materials), staff salaries, legal, accounting, consulting and security costs, contracted services, scholarship fund (for deserving prospective guests in financial need), and return

to any investors or lenders, though we hope to build this facility on donations rather than loans, both for better use of financial assets and also to avoid any detrimental effects of being under the control of conventional investors or lenders. Monthly income will be from guest tuition, on site and internet class tuition, natural living products sold (onsite store and internet sales), and special services such as project or individual consulting and events on or off site. Special invitations to world leaders who may be receptive to learning how to help change the direction and fate of humanity will also be a priority. Free information will be continuously provided online, mostly in video format, and will lead to development of a huge following for the project. Charitable work to encourage and teach community self-sufficiency through projects like community organic gardens and farms, and survival strategy for towns and cities (not just individuals), will be an important part of the project and will be valuable from a public relations point of view while providing an urgently needed educational service for communities everywhere.

All projected income and expense sources and amounts will be discussed in sections ahead. Net revenue, which is expected to grow to levels of great abundance, can be used to expand the humanitarian work of the Institute.

IV. Startup Costs

The largest of the startup costs for the Eldamar project is likely to be the cost of the real estate. The land parcel must be large enough to produce all the food used on site, including the volume of fresh produce needed for juice fasting. In addition, because the facility will make use of fresh raw milk, grazing land and land for growing organic animal feed are required. Abundant water, both underground and above ground, in the form of springs and large year-round streams, will be required.

Geographical location will be determined by a number of factors including latitude considerations, since maximum sunlight exposure for as much of the year as possible is a primary factor in the health and rejuvenation effects our guests will be seeking. As previously noted, distance from major population centers is also a consideration. Quality of soil, water and air are critical, as is climate in general, since frequent severe weather and heavy prolonged cloud cover are undesirable for this project.

In addition, political climate is an extremely important element in choosing location. An atmosphere of personal freedom and recognition of unalienable individual rights is best, but this kind of situation is vanishing rather rapidly in most of the world today. The United States is one of the few places where there is at least a nominal recognition of individual freedom, as evidenced by the fact that firearms rights still exist to varying degrees, but the intent to take away as much freedom as possible, including overturning private property rights per Agenda 21 or its later version Agenda 2030, is evident and accelerating.

The medical industry in the United States is also increasingly repressive and dictatorial since about 1910, when the Flexner report was used to begin the eradication of non-drug oriented healing systems. Recently in the U.S., more than 60 holistic doctors have been killed, mostly for merely daring to expose the fact that vaccination is a completely fraudulent practice and theory, responsible for the deaths of countless trusting patients believing that they were being

protected from future disease, when the opposite was actually the case. In the U.S. it is now necessary for health companies to refrain from letting the public know of the real health benefits of natural protocols, or risk imprisonment or worse. Paradoxically, America is still one of the few countries where at least memory of individual freedom to live as we choose still exists. Arizona is under consideration for the site of Eldamar Retreat, as it has this advantage, and is one of the states in the U.S. with less repressive state governments than many others. The state is also home to several natural health retreat centers, which are being allowed to operate at this time. There is a relatively good attitude of state government to home schooling, and naturopathy is fully legal, though naturopathic education is being gradually corrupted and compromised by the allopathic medical system, teaching an increasingly symptomatic approach to treatment.

Arizona had at least one state legislator introduce a bill to stop Agenda 21 in the state. Firearms rights in Arizona are still recognized to a great extent, and Arizona is a “shall issue” state with respect to concealed weapons permits. In spite of the increasingly heavy chemtrail activity, which government agencies still say does not exist, the climate of the state is favorable, with 300 “clear” days (formerly clear, now heavily sprayed with artificial cloud cover on many days), and much milder temperatures than most of the country, allowing more essential outdoor activity time for guests. There are huge very rich underground water aquifers in some parts of the state, and even a few places with (mostly unknown) year round high volume creeks that have clean, unpolluted water.

As yet, a better all-around geographic selection than north-central Arizona has not been found, though options are still being considered. Acquiring the land in this part of Arizona with all the features desired would probably be in the price range of \$10,000,000.00, for a minimum of several hundred acres with an adequate portion of the land arable, and full use of surface water in the form of creeks and springs. Total funds being sought for the project startup is \$25M,

which is expected to get the project up to the point of self-sufficiency, and self-funded growth.

Architectural and design services, legal work as needed with county authorities, development of roads, fencing, pathways, agricultural field areas, buildings, therapeutic and exercise facilities, greenhouses, well drilling and pump installations, on-site generation facilities for advanced electric power production and distribution, landscaping, is estimated at \$5 million. Animals on site will include goats for milk (possibly also cows), horses for work, llamas for fiber and as “guard dogs” for other animals, also alpacas and sheep for fiber production. Fiber production is for organic clothing and furnishings.

This figure includes high-end custom and nature-compatible accommodations for 25 guests, with cushion built in for a few more, as may be appropriate from time to time, as well as housing for staff.

Wired internet connection will be available, but no on-site microwave generation. Cell service will likely be available from outside towers or other sources. Solar power will constitute a major energy source for the facility, until more advanced options take its place, which is expected to happen quickly. Many highly advanced, ancient technologies not generally seen in actual use, will be encouraged and developed for use on site and in guest facilities.

V. Projected Average Monthly Costs and Income

The following approximate estimated figures are intended to leave some cushion each month, and funds not used will be saved for occasional unexpected requirements, expansion or installation of new features for the retreat, school or farm.

Expenses Per Month:

Site and building maintenance: \$30,000.00

Payroll and contractors: \$250,000.00

Farm materials: \$20,000.00

Legal expenses: \$20,000.00

Accounting: \$10,000.00

Property Taxes (may be waived due to non-profit status): \$10,000

Total Average Monthly Projected Expenses: \$340,000.00

Income after 5 years of gradual increase:

Guest Tuition: \$500,000.00

Net sales of natural living materials and technologies: \$100,000.00 (will increase with time, to surpass guest tuition income)

Special projects and consulting: \$100,000.00 (also expected to grow with time)

Total Average Monthly Projected Income: \$700,000.00

Monthly Average Projected Net Revenue: \$360,000.00

Equivalent Annual Net Revenue: \$4,320,000.00 (17.28%ROI)(estimated year 5)

VI. Market Analysis

Mid to high-end juice and raw food health retreats, generally in the price range of \$3,000.00 to \$7,000.00 per week, are doing well in the U.S. and other countries. Many are booked months in advance and are difficult to get in with short notice. In America the mainstream media, the medical industry and its partner government agencies have so far managed to keep most of the population unaware of natural lifestyle cures for almost all major degenerative diseases. Dr. Gabriel Cousens, M.D., in several recent appearances on Lost Arts Radio, has given a long list of astounding statistics on the current status of public health in the U.S., and the results of reliance on medical drugs, which typically make the conditions they are supposed to treat worse than before treatment.

Even though this fact is unknown to the population as a whole, which believes blindly in the very drugs and vaccines that have made our medical industry the number one cause of death in America (see Death by Medicine available at <http://www.webdc.com/pdfs/deathbymedicine.pdf>), there is a growing minority of people that is clearly hungry for information and alternatives in real health care. Dr. Cousens, for example, founded and runs the very popular Tree of Life resort in Patagonia Arizona, with healing and educational programs year round featuring 100% organic live food retreats. Like Juicy Oasis in Portugal and others, they are typically fully booked for their programs.

However, what we have in mind for our retreat facility is, as far as I know, unique in the world today. It has been well demonstrated in numerous accounts publicized by individuals online with backup documentation in many cases, that juice fasting is not just refreshing, it can provide the body with a rest from the usual work of food digestion and elimination, but with nutritional support at the same time, so that the body can go ahead and heal from many different diseases, including degenerative diseases, cancer, and even bone and joint problems in many cases. This is based on the understanding that the body has great latent healing powers, and tends toward recovery when given the proper conditions it

needs for self-repair.

What appears to be the exact protocol for juice fasting that has by far the best record for healing very serious conditions such as advanced cancer, is detailed in the book “The Breuss Cancer Cure.” This protocol and the best of others working on the same principles, will be supported at Eldamar Retreat. What is different about this particular system is that the juices are made of root vegetables and the quantity is strictly limited to ½ quart per day. All other systems seem to set no limit on quantity consumed. The results reported are over 45,000 successful cures of late stage cancer, with many of the patients reported in good health more than a decade later.

Interestingly, most of the reports connected with the Breuss system seem to have been systematically removed from the internet. Lost Arts Research Institute has managed to find a direct connection to some of the people who have used the Breuss system in Austria, and will be using their case histories for a PhD study to get their data into the academic dissertation database available to western scientific research. It is hoped that this may expose what the Breuss system has been able to do, and give people diagnosed with this kind of condition, some new hope based on solid experience.

With this kind of success record, it appears that retreat centers supporting this protocol need to be started by the thousands worldwide, and that the market of people in need of this approach to their disease will be hard to fully serve on the required scale until thousands of these centers are in operation. However, for the present time, it is logical to conclude that the present proposal for a single center of this kind, not limited to guests with this specific medical condition but open to anyone who could benefit substantially from this protocol and others for individuals with varying specific needs, would soon result in a long waiting list of prospective guests hoping to visit. For that reason, the facility plans to offer classes via internet where the critical information will be transmitted and explained in detail to all those who are not able to be accommodated in person,

and it is hoped that countless lives may be saved in this manner. Educational offerings at Eldamar would also go far beyond details of the natural healing procedures used by Breuss and others. Suggestions and practical solutions for exciting everyday lifestyles, geared to maximum healing and high energy maintenance (issues inadequately addressed by many programs) will be covered in great detail.

Of course our retreat and staff will not be diagnosing, treating, managing or curing any disease or condition, only passing on information for the use of individuals who do their own research and take responsibility for what they may decide to do.

Breuss himself reported that diverse other conditions such as arthritis were also often cured by the body, as a collateral effect of the following of his procedure. He was certainly not the first to observe this phenomenon. Many people now follow this protocol for annual renewal and experience a positive effect on a wide variety of health conditions. Since no toxic drugs are involved, the only reported effects of the system have been positive ones.

We understand clearly that at this time in the U.S., as in many western countries, it is illegal for doctors to cure diseases like cancer by non-toxic means. They can lose their licenses, or in some cases their lives. So Eldamar Retreat will not offer to diagnose, treat, manage or cure any condition. We will encourage all guests, potential guests and former guests, who may need medical services such as drugs, surgery, radiation, chemotherapy, or any other medical procedure, to please consult their doctors without delay. Eldamar will be an educational, not a medical, facility.

Our prospective guests will all sign agreements that they are in charge of their own health decisions and take full responsibility for such decisions and actions, and that Eldamar Retreat is an educational retreat facility. Because of the quality of experience we think will result from a stay, we expect waiting lists to become

quite long, and guests will need to fill out application forms, explaining why they should be given access to an available time slot for a stay at Eldamar Retreat. It is expected that our alumni will become teachers and examples of the benefits of lifestyle upgrades after returning to their homes.

Juice fasting opportunities will typically be followed by available nutritional rebuilding programs based on ancient Essene teaching from advanced master healers. Unlike many juice fasting retreats which follow a raw vegan dietary plan, we think Eldamar Retreat may be the only facility in the world where fasting is followed by organic raw vegan cuisine plus properly produced organic raw milk. One of the missions of the educational center will be to lead the way to the establishment of a new model of dairy farming, not seen as far as we know for thousands of years. This system will produce organic raw milk far superior to what is available in the U.S. today, and will be the first dairy system since ancient times based on truly humane, healthy treatment of the animals. The effects on the humans that consume the milk will likewise be exceptional, and combined with organic raw vegan food, is expected to give guests an experience of high energy and health that has become almost unknown.

Once word of mouth spreads, our problem will not be how to find enough guests at the prices we charge, but what to do about the thousands of guest applications we cannot accept due to space limitations. Applications from prospective guests without sufficient money to afford the tuition we charge will also be considered, and a scholarship fund fed by a small part of each normal tuition will make it possible to take occasional guests from this category.

VII. Marketing Plan

Lost Arts Research Institute, a 501(c)(3) non-profit public charity, will own and operate Eldamar Retreat, as a service to humanity and individuals in distress. Funds from those who support our work, in the total amount of \$25M, in any size donations, are being sought for start up costs, to build and staff the facility. Thereafter, tuition from guests will fund continuing operations and expansion. Therefore, there are two distinct marketing requirements for the success of this project. Locating initial investment capital, and attracting sufficient numbers of paying guests.

Lost Arts Radio is an independent friend and ally of Lost Arts Research Institute, with weekly programs broadcast worldwide via internet, both pre-recorded and live. The archives of these shows are shared as widely as possible. The radio program can provide a platform for sharing the intentions, details and plans for the Eldamar Retreat facility with listeners. We will make known the need for initial funds to start the project, from individuals or other legal entities that support our work. All donations accepted for this purpose will be fully tax deductible for U.S. taxpayers.

In addition, the need for initial funds will be publicized on social media venues, as well as on crowd funding sites. Private meetings with selected personal contacts made through the radio show activities will also be held. At this time, there are no plans for the Institute to seek loan or equity funds.

Even before the completion of site development and building, we plan to publicize the intended work of Eldamar Retreat, so that potential guests can apply for the limited number of spots available to them for a stay at the retreat once reservations open. Live announcements will be made on Lost Arts Radio, explaining why listeners or people they know may want to come to the facility as guests, and we will also post ads on the radio show and Research Institute websites as well as social media (Lost Arts Radio is on facebook, twitter and youtube).

Once the facility is up and running, word of mouth will likely produce guest applications to the point of needing to implement the waiting list, which will then continue to grow. This is when we will expand our online offerings of classes and workshops so that the essential educational information offered by the Institute can reach those people who are not able to come to Eldamar Retreat in person. Aside from generating money to expand the work of the Institute, the real ulterior motive of the entire project is to offer maximum educational services to the public in health and consciousness, so each person reached will have better tools for enhancement of their own life and health, and will become an example to inspire others to do the same.

VIII. Operations and Management Strategy

Visitors to Eldamar Retreat, regardless of their specific health and life situations, will have certain interests in common. They will be under various kinds of stress and focused on problems they are dealing with, or wanting to deal with in their lives. Anything that can help them to become mentally still and emotionally de-stressed, so that they can gain more awareness of unconscious levels of concern, will allow them to address their life situations more consciously, and therefore more successfully. We want every guest to leave feeling dramatically better in all areas of life than when they arrived.

While it is important that each guest deal consciously with problems and know where they stand in each part of their life, dwelling on the problems once a plan has been laid out to make best use of the stay, is not constructive. Focusing on solutions and upgraded behaviors is a better option. Guests may follow a protocol of juice fasting for most of their stay, or they may only require an experience of fresh, organic live food to upgrade an undesirable lifestyle. In either case, the time they are following their chosen course of action will be filled with educational, enjoyable and satisfying activity that is likely to make them wish they could prolong their stay just to learn and experience more.

A wide variety of classes will be provided in order to give every opportunity for a much happier, healthier, more informed and satisfying life upon returning home for each guest. Some of the class activities will be juice selection and preparation, raw food selection and preparation, yoga, resistance exercise, aerobic exercise, advanced organic gardening, farming and soil restoration, new model dairy production, general animal husbandry, pottery, organic-based crafts such as making organic clothing, home decorations, shoes and furniture, drawing and painting, dance, voice in speaking and singing, edible wild plants, successful business startup techniques, meditation, body communication and becoming receptive to the body's needs on a continuous basis.

Unconscious programs controlling one's life will be made conscious, and then redirected in healthy and constructive ways. Eldamar classes will teach how to make these and other positive changes permanent and effortless, making the old systems of self-improvement based on will power obsolete. Guests will have opportunities to become aware of unseen friendly forces in nature referred to in ancient documents, and to attain a high energy state of stable happiness that is a long forgotten normal human condition.

There will be a store on site, offering a selection of items in harmony with the natural theme of the retreat, such as natural organic bedding and furniture, home accessories, juicers, jewelry, organic clothing, natural cosmetics, body care products and makeup with only healthy ingredients, books and videos on a wide variety of life-enhancing subjects and skills, grounding and emf-protective technologies, and much more.

Because many guests will be coming to the retreat to carry out a planned juice fast or raw food diet, staff will include one or more naturopathic doctors, nurses, physical therapy specialists, colon hydrotherapists, health consultants, yoga teachers, raw food preparation experts, gardening and farming experts, psychological counselors and teachers in all subjects offered during the retreat. There will be no time for boredom or depression, and the difficulties that might otherwise be experienced during the process of fasting or otherwise upgrading daily habits will be minimized by the focus on education and inspiration, as well as physical and emotional suggestions by those that have dealt with the life cleanup process themselves. Guests will practice an array of new life skills every day, leading to a completely new experience of conscious life.

No medical advice, diagnosis, treatment, management or cure of any disease will be offered by the retreat staff. Instead, a supportive and caring environment will be experienced by the guests, making their chosen self-applied life makeover programs much easier and more enjoyable so they can get maximum benefit from their stay. Any guest wishing or requiring medical services will be referred to

their own personal doctor or a qualified practitioner of their choice.

Staff to guest ratio will be high. Rather than accommodate maximum numbers of guests, initial guest count will be kept to 25 or less, with special care and individualized service as needed in each case. High-end rates will be charged as previously noted, to make this standard practical to achieve. An ongoing simultaneous scholarship program to take guests that lack the necessary tuition funds will be available by application to selected individuals.

Richard Sacks, independent holistic health scientist since 1965, currently completing a PhD dissertation on successful holistic approaches to cancer, will run the retreat facility, with a management team and an advisory board of medical and naturopathic doctors, psychologists, diet experts, raw food teachers, legal and accounting team, security, housekeeping staff, grounds maintenance specialists, and other operational consultants. On site staff will consist of doctors and nurses, therapists, teachers, organic farmers, security and maintenance personnel. Opportunity to work at the retreat will always go first to those who have gone through raw food life makeovers themselves, and have adopted healthy lifestyle habits, so that they will serve as inspiring examples to the guests.

No staff will be retained other than those truly enthusiastic about following healthy living habits and who enjoy the work they do at the facility. This will not be “just a job” for anyone on site, because the atmosphere of clear and high energy, peace, harmony, mutual respect and appreciation that each staff member helps maintain, is a core priority of the entire project, and will dramatically affect the experience of each guest.

IX. Competitive Analysis

As stated above, we do not find that there is currently any other retreat facility on the planet that will match the offerings of Eldamar Retreat. Just the availability of the support for guests who are engaged in healing systems like the Breuss protocol, which is reported to have resulted in over 45,000 successful resolutions of advanced cancer cases, is enough to make Eldamar Retreat a destination sought out by more guests than can be accommodated. But there is much more that will be offered at the retreat.

For example, to our knowledge, this is the only retreat site where raw organic vegan cuisine will be combined in optimum configuration with fresh organic properly produced raw milk. Long term raw vegans very often end up experiencing a dilemma characterized by emaciation, lack of body heat, weakness, psychological instability and other associated problems, even though the quality of the raw food is often excellent. The usual response, after trying to stay 100% raw with supplementation, is to return to the consumption of cooked foods, which these very raw food devotees have often decried as improper nutrition for a number of well-grounded and documented reasons. But they often cannot live according to that understanding on a permanent basis using only raw vegan foods.

The founder of Eldamar Retreat experienced the same issues as a raw vegan, but was able to completely and quickly resolve the problems and symptoms with a specific application of properly produced raw milk. Guests who are at the facility to experience a raw, organic diet will have access to this rare combination of foods, organic raw vegan fare plus organic raw milk, and we expect they will derive lifelong benefit from the learning experience provided. Those staying at the retreat for juice fasting will have the best of organic raw juices available every day, but will also learn how to incorporate the use of raw milk into the rebuilding phase of their health programs, and the value of this understanding to them is expected to be lifelong.

In addition, learning aesthetically pleasing and nutritious preparation of organic raw foods, learning how to use other organic products like natural cosmetics and organic clothing, and so many other skills of natural living from the great on-site teachers of classes at Eldamar Retreat will be of immense value to guests during and after the retreat stay.

To our knowledge, no other facility will offer the same depth and breadth of hands-on education in healthful natural living as will be found at Eldamar Retreat. Maintaining the highest quality of staff, every one of whom will be maintaining and enhancing the inspirational atmosphere of the facility under the founder's personal direction, will be the key to keeping Eldamar Retreat beyond the reach of foreseeable competition.

X. Development Plan

Selection of the real estate on which to locate the project will be of paramount importance. Major elements we want to see on the land will include:

- 1) Agriculturally friendly climate, suitable for year round organic food production, including fruits, nuts, seeds, vegetables and dairy animals (new model of dairy). Both field and greenhouse advanced growing models will be employed, restoring soil to immediately post-ice age mineral fertility levels. Guests will have the opportunity to learn advanced organic gardening and farming principles and skills, so the ability to be active outside year round and to grow a wide variety of produce will be important. As well, the number of sunny days annually is critical not just for agriculture, but also for the general health and healing of the guests and staff.
- 2) Soil that is uncontaminated and suitable for development into a highly fertile growing environment.
- 3) Accessibility for guests arriving from locations worldwide, but also sufficient distance from population centers to offer an atmosphere of peace, connection to nature, minimal EMF pollution, and clean air to guests (within limits imposed by geoengineering spray programs that are now worldwide).
- 4) Legal environment of local, state and federal agencies friendly to the purposes and programs of the Institute and Retreat, free of zoning restrictions that would impede planned development of the facility. General atmosphere of freedom is of course essential.
- 5) Abundant underground and surface water of high quality and unpolluted, including aquifers, streams and springs.

Currently under consideration is a site about 30 miles distant from Sedona, Arizona, at an elevation of about 3500 feet. The land lies along a major small year round river with good water quality, and some of the land in this area has springs of good volume and quality, which would be great assets to the site. Most crops could grow outdoors, and the use of greenhouses would allow the addition of a number of subtropical varieties.

Other geographical areas are still being evaluated, but the U.S. offers certain advantages in its Constitutionally guaranteed freedoms, even though they are usually not honored at this time by government. There is at least the strong memory of the idea of individual freedom in America, and Arizona in particular is one of the more freedom-oriented states of the union at this time. The particular elevation of the areas of interest offers moderate climate, water and about 300 days of sunlight per year.

Once the site is selected, it can be purchased by the Research Institute and development can commence. Architectural design work will be first, followed by water well drilling, clean energy facilities construction, layout and construction of roads, parking facilities, drainage systems, septic or other more advanced waste treatment systems, pumps and water supply lines, irrigation, outside arenas, pools, water features, fencing, amphitheatres, and other hardscape elements.

After subsurface work is complete, building of structures can be carried out, including guest housing, currently envisioned as separate structures, meeting halls, gymnasium (weights, machines, yoga and dance, etc.), non-chlorinated swimming pool, office structures, barn and equipment sheds, livestock structures, greenhouses, raw food restaurant, natural spa, on site staff housing and any miscellaneous structures.

Agricultural development such as planting of trees and field crops will follow soil development work with rock dusts, organic manure and wood chip mulch. Early guests may be on site before food production self-sufficiency is possible, in which case outside sources of adequate quality and variety will have to be

arranged and proven before any guests arrive. In the geographical area under current consideration, this does not appear to be a problem.

Preliminary work leading to hiring of staff has already begun at the time of this writing. The search for staff members who meet the standards discussed above, will continue until the site development and construction is finished, and thereafter as well. The specific quality of personnel sought is high enough to require permanent ongoing search for possible recruiting candidates for various positions in the program. Once construction work is well underway, staff will start to be on site to assist according to their abilities. They will play important parts in the complex process of preparing for guest arrivals.

Once development is sufficient and staffing is at a level to offer a very high quality experience to guests, the first incoming arrivals will be allowed. The first guests and those that come after, will all get VIP treatment from their arrival until departure. Special express shuttles will pick up guests arriving by air, and guests arriving by car will be greeted and well cared for as soon as they drive onto the grounds.

Once guests are on site and programs are active, the project will gradually become self-sustaining financially, and will be able to start adding additional services to the outside world via electronic media that will enable the Institute to reach a vast and growing audience. Some of the internet-based offerings, such as special workshops, will also add substantially to incoming cash flow and still greater opportunity for growth and service. Donations will still play an important part of expanding the reach and scope of Eldamar's educational programs.

XI. Founder and Director

Brief Bio Notes on Essene Teacher, Richard Sacks

Lost Arts Research Institute Founder and CEO Richard Sacks has been an independent holistic health scientist since 1965, and more recently has also been doing a small number of private consulting sessions while planning for the creation of Eldamar Retreat. Much of Richard's work in holistic health has focused on the reversal of degenerative disease and "aging," by natural means. On a deeper level, he is an Essene Teacher, explaining principles of natural health and consciousness. He says Nature is magic in real life, we have become blind but can learn to see again. He is also an internationally known radio host (www.lostartsradio.com).



Picture of Mr. Sacks at age 65, in area under consideration as a site for Eldamar Retreat.