

THE PAVILION



Opportunity Highlights - April 2015

Pavilion Holdings, LLC

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Disclaimer: The Pavilion venture is the result of more than 6 years of development -- validated by thorough research and supported by cautious forecasts. This document is intended for introductory purposes and is not an offer or solicitation for investment or sale of a security interest in The Pavilion Center, LLC. Such an offer can only be made through an offering memorandum. Due to the nature of this investment, all interested parties should consult with an attorney and accountant as part of any investment decision.

Executive Summary

Synopsis: Developed by a world class team of experts, including Gary Henkin, President of [WTS International](#); medical pioneer Dr. Mark McClure, cofounder of [NIHA](#), a 10,000 patient integrative practice in Washington, DC; Learning Channel and Ovation Network founder Hal Morse; and Capitol Hill's own health freedom advocate and nationally renowned attorney, [Jim Turner](#), The Pavilion, slated to be the next big name in healthy living and well-being, is ready to take flight. To complete final development for the launch of the Pavilion brand, Pavilion Holdings, LLC (the Company), a Nevada limited liability corporation, is raising \$22 million to build, and make operational, the first Pavilion.

The Pavilion delivers a triple bottom line: enriching the community, its members and guests, and its stakeholders. An amalgamation of the best solutions in the marketplace, The Pavilion is an immersive, 21st century, multiplex center for well-being designed to meet the needs of a more active, more aware, yet increasingly health-challenged public. Housed in an architecturally stunning, energetically balanced, low carbon footprint structure, The Pavilion introduces, and delivers, today's best, vetted, 21st century solutions in health and living -- to empower people to live happier, healthier, more meaningful lives. Pavilion components include an advanced integrative medical center (**Bio-Center**), a state-of-the-art **Fitness Center** and **Spa**; a **Learning Center**, a **Retail Shop**, an **integrative Veterinary Center**, and a celebrity chef branded **Restaurant**. Other highlights include:

- Daily access, for the cost of a monthly membership, to today's most advanced assessment and wellness tools
- A next generation, comprehensive, integrative health center with physicians, nutritionists, naturopaths, and more
- An affiliated, 501c3 **Life Sciences Center** that will, 1) carry out integrative medical and *subtle-energy* science research; 2) educate the public on scientific discoveries which can help them better manage their health and quality of life, and 3) showcase new solutions which can help mitigate many of today's environmental challenges
- A **Learning Center** that offers more than one hundred classes -- in health, psychology, science, and the arts -- on site and online
- Design by one of the world's most accomplished architects, Dr. Ibrahim Karim. The Pavilion will be the first '**living building**' of its kind, actively supporting the health of its occupants

Performance: Based on 2,500 memberships and guest traffic, conservative calculations show an industry consistent ROI for each Pavilion; plus \$5M and 200 jobs added to local economy, and tens of thousands of people helped every year.

Market Opportunity: The Pavilion combines seven business components under one roof, all with a common purpose: To help people realize a better quality of life. More than one third of America's population now embraces 'Lifestyles of Health and Sustainability (LOHAS). The Pavilion's many services and products are specifically targeted to this market. One of the defining features of The Pavilion is its *Bio-Center*, which delivers a more efficacious brand of integrative medicine and health support, to address the nearly 70% of the population 45 and older who suffer from chronic disease. To quote Price Waterhouse Coopers, "Conventional medical approaches are failing, even in the most advanced nations of the world."

In 2009, the National Institutes of Health reported that approximately 38% of American adults visited some form of *Complementary and Alternative Medicine* (CAM) provider, and total visits to CAM providers exceeded those to primary-care physicians, adding up to annual out-of-pocket costs for CAM exceeding \$35 billion. A 2011 SRI study confirms that number continues to rise -- and that 'integrative' and 'lifestyle' medicine, what The Pavilion's model is based on -- is the future of health care. This, coupled with the strongest demand to date for fitness and health clubs, continuing education, and a healthy, sustainable, more *eco-friendly* lifestyle, is the market and the opportunity for The Pavilion.

Key Management and Advisors: Founder and CEO **Jim Grapek** (MMH), after receiving a master's from Cornell's Hotel School and spending eight years in the hospitality industry, returned to his undergraduate communication roots; Jim opened Associated Producers, Inc., in 1986 and went on to become an award-winning producer (Discovery Channel) with a primary focus in science and health. Jim is also a practicing Black Belt. Director of Integrative Medicine and medical pioneer **Dr. Mark McClure** is a founding partner of [National Integrated Health Associates](#). **Ann Marie Cushing** was a director of business administration for the Columbia University Medical Center for more than a decade, managing budgets of \$80 to \$100 million. **Gary Henkin**, President of WTS International, one of the world's foremost spa, fitness, and leisure services firms, is The Pavilion's operations and management advisor. Nationally recognized attorney **Jim Turner** is handling health and nonprofit related legal issues. Additional team members include: **Hal Morse**, Founder of the Health and Healing Network; **Dr. Lee Cowden**, Chief Science Advisor for the Academy of Comprehensive, Integrative Medicine; **Dr. Mark Wiley, OMD**; fitness industry consultant **Bobby Verdun**; **Lori Henry**, Director of Community Relations; and Educational Consultant **Renee Poindexter**.

PAVILION DESIGN & MANAGEMENT PARTNER: [WTS INTERNATIONAL, INC.](#)

WTS International, one of the world's leading "Lifestyle Services" companies, grounds The Pavilion in solid, operational know-how and success.

WTS: Lifestyle Experts

WTS International's COMMUNITYlife™ division provides qualified Activities and Lifestyle Directors that support the development and execution of innovative lifestyle programs, events, concierge services and residential amenities management. COMMUNITYlife™ experts are committed to creating delineative experiences that transform traditional residential activities and amenities into programs and activities that create lasting memories for residents of a community, condominium or apartment complex. They are also responsible for increasing participation levels by community residents which positively impact home or condominium sales and apartment rentals. The WTS COMMUNITYlife™

team has had the pleasure of working with clients such as Centex and Pulte Homes, K. Hovnanian, Taylor Morrison, Newland Communities, GL Homes, and Harmony Development to name just a few. Our RESORTlife™ division is focused on the delivery of enjoyable programs designed specifically for resort, timeshare developments, and hotels that are targeting the leisure traveler. WTS also manages Kid's Clubs and Beach/Fitness facilities. RESORTlife™ provides comprehensive programs designed to offer a foundation for the development and execution of innovative experiences and events designed for guests and members of all ages and interests.

WTS Lifestyle Services

- + FEASIBILITY STUDIES
- + DESIGN CONSULTING
- + RECRUITING
- + PRE-OPENING SERVICES
- + DAILY OPERATIONS
- + OPERATIONAL CONSULTING
- + FREQUENTLY ASKED QUESTIONS

WTS Lifestyle Clients



MiraBay Community

Fitness, Lifestyle, Sport

MiraBay is a beautiful Newland Communities property located in central Florida for which WTS provided community clubhouse design consulting and pre-opening services. In addition, WTS provides community clubhouse management [...]



Club Connerton

Fitness, Lifestyle, Sport

Club Connerton is a 10,000 square foot amenity center that is the epicenter of the Connerton lifestyle. The facility is home to the Fit & Flourish fitness center, Kidz [...]



The Spa at Southern Highlands

Fitness, Lifestyle, Spa, Sport

Southern Highlands is a world-class golf residential community. It is one of the world's premier golf real estate developments. The Spa at Southern Highlands is a beautifully [...]



FEASIBILITY REVIEW

Final Report

The Pavilion

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2 SWOT Analysis and Feasibility Report Conclusions -- from DC-based [WTS International Inc.](#)

S.W.O.T AND INITIAL RECOMMENDATIONS FOR PAVILION	
Pavilion Strengths	<ul style="list-style-type: none"> • New and Unique Concept • Growing movement for holistic approach and self-care • 501c3 Life Sciences Center which complements Pavilion will help educate market, validate concept, and add credibility • “One Stop” shop for health, wellness, and well-being • Multifaceted components -- in line with current trends, these provide a wider portfolio of options for marketplace • Integrated approach to healthy living • Core areas of focus are complementary and synergistic • Tiered memberships can serve different demographics • Premium memberships are inclusive of all areas
Weaknesses	<ul style="list-style-type: none"> • Multifaceted components – potential to lose focus by adding additional services or areas • Concept could grow too large to brand effectively • Newer concept in market place – need to sell concept • Potential for “sticker shock” on membership pricing structure • Lack of variety for the 11-18 year old market
Opportunities	<ul style="list-style-type: none"> • Partnerships with local like-minded health practitioners • Partnerships with companies and brands serving LOHAS marketplace (fitness, health, organic/natural foods, etc.) • Partnerships with construction companies and materials providers due to unique nature of Pavilion building • Unique branding and sales outlets • New technologies, services, and products in <i>healthy living</i> may be spun off separately • To establish a Pavilion insurance company / HMO to work hand in hand with the Integrative Bio-Center
Threats	<ul style="list-style-type: none"> • Marketplace saturation with fitness and spa • Healthcare obstacles • Low cost fitness and spa alternatives

7.1 Conclusion

The unique, forward thinking Pavilion concept provides a viable and much needed approach to health, well-being, and living well -- with a triple bottom line: People. Planet. and Profit. A "whole- in-one" approach to building a community, the Pavilion is a biosphere where a full spectrum of healthy lifestyle features will be offered within one's local Pavilion -- to sustain and support people's interests, practices and daily routines. Seen in this light, the Pavilion may well be the first concept to successfully capture that illusive 70% of the market that health clubs have traditionally tried, and failed, to attract: people who are health conscious yet don't like exercise or health clubs.

Proof of concept for the Pavilion's *elements* -- fitness, spa, integrative medicine, education, great food and beverage -- already exist. *Bundled* concepts which share some similarities, such as Canyon Ranch and Thanyapura (in Thailand), have been proven, as well. Propelled by an increasingly toxic environment, "*a failing medical system*" as Price Waterhouse Coopers puts it, and a strong demand for fitness, lifelong learning, healthy foods, and more active, sustainable, and eco-friendly lifestyles, we expect to see this movement towards a more individualized, holistic approach to healthy living continue to get stronger in the foreseeable future.

Featuring a next generation integrative medical/dental Bio-Center, wellness and thermal spas, fitness, a detox clinic, a farm-to-table restaurant, a holistic vet for pets, an Internet café that doubles as a wine and juice bar (organic) in the evening, a learning and arts center, and plenty of events and activities, the Pavilion's various components work in concert -- much like a lifestyle resort -- to impact people's lives in a profound way. And the Pavilion, designed by the world renowned Egyptian architect and scientist, Dr. Ibrahim Karim, will be the first building of its kind to actively and energetically support people's health -- as soon as they step inside.

The Pavilion's non-profit Life Sciences Center (LSC) adds another competitive distinction by anchoring everything in a credible foundation of 21st century science, and awakening the public to new understandings in health and healthy living; understandings that can be practically applied and delivered by facilities such as the Pavilion. The LSC benefits the Pavilion in other ways, too, such as handling integrative medical research and education functions. The LSC also plans to develop and market an integrative medicine insurance product that works in conjunction with the Pavilion's Integrative Bio-Center.

Each area of the Pavilion will have many revenue generating opportunities, and more are expected to be developed as a result of new technologies and services the Pavilion will introduce. Member attrition is also expected to be significantly lower than in most other membership health clubs due to the broader nature of its offerings and higher level of staffing and customer service.

With a defined strategy, a strong unifying marketing component, and strong execution that's also grounded in 21st century management science, the Pavilion can become a triple bottom line success. When based on a traditional club membership model, the Pavilion's revenue potential for one location is strong. Once operational and proof of concept has been achieved, the Pavilion can be duplicated in other locations -- and perhaps combined with residences and/or a boutique hotel product -- to create Pavilion communities, and Pavilion destinations, worldwide.

What is The Pavilion's Unique Value Proposition?

UVP #1 A Better Brand of Health Care

The Pavilion will get people healthier and do "Lifestyle Integrative Medicine" better than anyone else

Health care, health clubs, and wellness, continue to merge together to form a more holistic, integrative health model. The Pavilion, under the guidance of medical pioneer and former President of Capital Integrative Health University, Dr. Mark McClure, will feature an integrative medical center that delivers a better brand of integrative, pro-active health care that's more efficacious, less costly, and patient centered.

UVP #2 A Business Model that can 'Go the Distance'

The Pavilion *portfolio* approach, similar to the hotel business model, combines needed services and innovative programming in a time tested business model

WTS International, a world leader in consulting and management services for spas, fitness centers and leisure facilities with such notable clients as Ritz Carlton, Marriott, and Trump, has run the numbers and believes The Pavilion can achieve performance consistent with industry averages -- showing a conservative 8% IRR in the first ten years of operation which increases to 20% in the second. Cash flow from 10 Pavilions is estimated at between \$350 and \$515 million, depending on build out.

(Please Note: WTS is an independent consultant hired by The Pavilion. We do expect to retain them, though, to help design, staff, and manage Pavilion operations. While WTS President Gary Hankin likes the Pavilion concept and has agreed to sit on The Pavilion Advisory Board, whether WTS will become a future Pavilion partner or not isn't known at this time.

UVP #3 A Wealth of IP with Global Monetization Potential

The Pavilion turns Knowledge into Power... into Profit... into Global Transformation -- introducing paradigm shifting information not readily available with the power to enhance all facets of people's lives

Our planet's health is as dire of as our own. Yet, if we can simply learn and apply recent understandings in science, we'll be able to heal ourselves and take major steps forward in repairing our planet, too -- and with 27,000 species of life going extinct every year, the time is now. From health to environment to the most fundamental aspects of our nature, The Pavilion will give people -- through classes, apps, exhibits, original media content, and ongoing Ted-like talks -- the vetted, practical, knowledge needed to do this.

UVP #4 The Pavilion features a "Living Building" Like No Other

The Pavilion's Unique *Bio-Geometric* architecture scientifically supports health.

The Pavilion, designed using principles of *BioGeometry* by world renowned Egyptian architect and scientist, Dr. Ibrahim Karim, ScD, will be the first building of its kind in the U.S. The Pavilion will actively support people's health once inside, producing the type of healing energies long associated with Egypt's great pyramids. Test results from university and laboratory studies have proven conclusively these health supporting claims. This, in itself, opens up entire new potential markets for The Pavilion.

UVP #5 Nonprofit Science and Research Institute Enhances Pavilion Potential

The Pavilion's complementary 501c3 Life Sciences Center Institute will help validate The Pavilion concept, showcase innovative science, health care, and sustainable living solutions, and strengthen the market for Pavilion services and products,

Nothing like this much needed Science Center exists at this time. Supported by licensing fees, events, grants, and charitable donations, the Institute is a big differentiator, and important part, of The Pavilion.

Need and Demand for Pavilion

SRI estimates The Pavilion global market at \$1.9 Trillion

"Conventional medical approaches are failing, even in the most advanced nations of the world."

~ Price Waterhouse Coopers

- ❖ 50% of Americans now suffer with chronic disease
- ❖ Medical Bills are leading cause of bankruptcy
- ❖ Alzheimer's expected to affect 1 in every 4 seniors in future
- ❖ 1 out of every 3 American women will be diagnosed with cancer in their lifetime
- ❖ American men now have shortest life spans of all industrialized nations
- ❖ Obesity, Autism, Diabetes, Asthma, CV disease are at epidemic proportions
- ❖ Prescription drugs, properly prescribed, kill more people every year than the entire Vietnam War. They are the 4th leading cause of death in the U.S.

WHY CHAMPION PAVILIONS?

- The Pavilion is estimated to return (IRR) 8% to 20% over 20 years with strong cash flow the second 10 years
- Help steer one of the most exciting undertakings of our time
- Be a champion for a next generation facility designed to further human development, the arts, and create a culture of openness
- Help advance medicine and impact potentially millions of lives
- Be 'at-cause' in helping allocate enormous support and resources to our world's distressed environment
- Joining world class scientists and luminaries on the board of The Pavilion Life Sciences Institute, help direct research and science focused on accelerating humanity's evolution

Each Pavilion will directly impact an estimated 200,000 people each year, establishing it as a key resource and valued member of the community. Pavilions can be stand-alone, built with residences, or scaled down for hotels.

The Pavilion's Education Center and Life Sciences Center will work with aligned NGOs to raise awareness of key issues -- such as species loss; rainforest, river, and ocean destruction; and environmental pollution -- both chemical and electromagnetic -- and will empower them with the knowledge, and the tools, to make a difference.



The Pavilion Integrative Bio-Center

A WHITE PAPER BRIEF by Pavilion Founder and CEO Jim Grapek



Good health is the key to a good life, yet humanity, and subsequently much of life on earth, now faces its most threatening challenges. Dirty technologies and chemical effluents are causing irreparable harm. A full 50% of Americans, children and adults alike, now struggle with chronic illness. According to Surgeon General Richard Carmona, MD, that number is expected to skyrocket "unless major changes are made in the way medicine is practiced." Indeed, big shifts are underway. Many of the major medical schools, for example, including Yale, Harvard and Columbia, have recently added classes in integrative medicine to their curricula. Yet, the institutional wheels turn slowly. More so, it seems, when there are lives at stake. That's where The Pavilion come in: Its mission is to facilitate the implementation of these much needed changes as soon as possible.

"I never get angry. I grow a tumor." ~ Character in a Woody Allen film

Just what does it take to stay healthy, especially as we move into our forties and beyond? Is exercise and a good diet enough? No. We now know that we also need to consider 1) emotional stressors and belief systems, 2) nutrition (in both body and brain chemistry), 3) food allergies, 4) the integrity of our body's *energy* pathways, and 5) environmental toxin loads we may be carrying. [According to the EPA more than 7 billion pounds of 650 industrial chemicals, many of them carcinogenic, are being released into our air and water every year.] Can conventional medicine re-tool itself to embrace these new understandings and turn America's health crisis around? It's not likely.

More and more, the very foundations of medicine are being openly questioned in the media¹. Add to that insurance and pharmaceutical industries that are forcing doctors to practice a 'one-size-fits-all' standard of care, and the result is a bloated, tightly controlled, dysfunctional system that's a large part the problem. A New York Times article (7/8/2013) examining the costs of medical care for three common procedures -- colonoscopy, pregnancy and hip replacement — found that prices in the U.S. were both variable and extremely high by international standards, some up to 10 times the prices for comparable care in other countries. As Nobel Prize winning economist George Akerlof added, "*in a market where the sellers have a great deal of information and the buyers have little or none, the buyers - most of us - are being ripped off big time*". People aren't just being ripped off, though. They're dying. Fatalities from properly prescribed medications, for example, is the 4th leading cause of death. Can't we do better?

While conventional medicine may have many critics, it also has no equal when it comes to dealing with emergencies and acute conditions. Unfortunately, though, it doesn't address the nutritional, environmental, or emotional issues which are major contributing factors to chronic disease. To quote Dr. Beverly Winikoff of the Rockefeller Foundation, "Appropriate public education must emphasize the unfortunate but clear limitations of current medical practice in curing the common killer diseases. In reality, there is very little medical science can do". So where does one turn to get credible, evidence based, 21st century integrative health information and care? The Pavilion. In keeping with Dr. Winikoff's recommendation, The Pavilion's *Life Sciences Center*, a 501c3, is dedicated both to health education... and to furthering the standards in integrative medicine through close partnerships with patient centered, research and teaching organizations like the Academy of Comprehensive Integrative Medicine.

This knowledge base of integrative 'best practices' is then put to practical use in The Pavilion's *Bio-Center*, an advanced healthcare and wellness facility that combines conventional medicine with the best complementary medicine. Following assessments and a diagnosis by an integrative physician, an integrative team works with the patient to create a personalized program designed to optimize their health. And because the *Bio-Center*, like many hospitals, is a nonprofit corporation, the patient -- not the drug or insurance company interests -- comes first.

"Health rests on three pillars", wrote Gabor Mate, MD, "the body, the psyche, and the spiritual connection. To ignore any one of them is to invite imbalance and dis-ease." Built on these same pillars, The Pavilion's comprehensive, integrative solutions give people safe and powerful ways to manage their health... and improve their quality of life.

¹ Newsweek, 1/23/2011 - "Why Almost Everything You Hear About Medicine Is Wrong"

Pavilion Life Sciences Center Institute

SHOWCASING SUSTAINABLE, REAL WORLD SOLUTIONS

A WHITE PAPER BRIEF by Pavilion CEO Jim Grapek



An Idea That's Never Been More Needed

Looking at today's leading indicators -- in health, our air, water, and food supply, species loss, and so on -- it is clear that life on earth is in crisis. Man-made pollution, dirty technologies, and chemical effluents, are causing irreparable harm, including the extinction of 27,000 species of life every year. Those which remain, ourselves included, are increasingly unhealthy, diseased and disabled. The Native Americans have a word for this: [Koyannisqatsi](#). It means 'life out of balance'. Though we can't yet bring back species from extinction, we can bring light to what's happening and turn things around.

Visionary CEO's like Larry Page (Google), Elon Musk (Tesla), and Peter Diamandis (Singularity University), assure us that powerful new technologies and forthcoming innovative solutions will solve these pressing challenges; it's certainly possible. There are a few roadblocks, though, we first need to recognize and address. One -- as Diamandis has talked about -- is that the fear and negative news pumped out by the mass media industry psychologically cripples our ability to take in and properly assess any helpful information we encounter. Cynicism, doubt, and distrust have become the norm rather than the exception. On top of that, the media limits its coverage of needed solutions and related reflection.

The second roadblock is that [institutionally driven] "modern science", as the late poet, playwright, and president of Czechoslovakia, Vaclav Havel so eloquently opined about¹, "appears to have exhausted its potential." In 2014, several hundred internationally known scientists signed a "[Manifesto for a Post-Materialistic Science](#)," writing that while scientific methods based on a materialistic philosophy have been very successful in increasing our understandings and advancing technology, they are now doing equally as much harm; science has been debased into an ideological belief system of "scientific materialism," or as Ken Wilbur calls it, "the religion of Scientism." Modern science not only denies that there is any other scientific reality than a classical physics-based, matter-only-universe, it actively suppresses and attacks all science to the contrary. Furthermore, as Manifesto point #3 states, "it became so dominant in academia in the 20th century that a majority of scientists started to believe that it was based on established, empirical evidence, and represented the only rational view of the world." Indeed it does not.

The emergence of quantum mechanics at the beginning of the 20th century proved that atoms and subatomic particles are not really solid at all; that we live in a paradoxical universe where everything is both *matter and energy* at the same time, and that it's actually the energy that shapes and controls the matter. Furthermore, humans are intimately connected to this universe at the most fundamental levels. The *Observer Effect* shows us that the scientist and the experiment cannot be separated; we directly connect with and influence to varying degrees, depending on our training, whatever we focus our attention on. "*Observers in modern physics truly become participants in their observation, whatever that observation might be.*" (grc.NASA.gov) How is this important or useful? Recent research in psychoneuroimmunology, for instance, has shown that our thoughts and emotions can have a powerful effect on our health outcomes -- influencing our immune, endocrine and cardiovascular systems. This is just one of many critical areas that science needs to be addressing -- not suppressing -- with funding and research. Our lives, the lives of our loved ones, and the earth itself, are depending on it.

What kind of solutions are already out there that you may not have heard about? How about therapies that can cure cancer, or AIDS (Patent #5,188,738), Alzheimer's, and other diseases; or ways to change our genes so we don't have to express diseases our parents had? There's a pretty cool German medical device ([Ondamed.net](#)) being used in Europe that can eliminate nicotine addictions in 90-minutes by removing the addictive energy pattern from the human *bio-field*, and there is a new science known as *BioGeometry*™ that may soon allow us to irrigate crops with unprocessed, plentiful sea water -- and reduce or eliminate the harmful effects of electromagnetic fields and nuclear radiation. Other good things happening include a number of future-oriented conferences that are helping to coalesce people and solutions -- like **Success 3.0**, that "brings together dozens of the world's leading thinkers, entrepreneurs and change-agents to articulate a new, transformative vision of conscious living, innovation and social impact."

Yet, unless you're a journalist or in R&D, critical information like this is difficult to find and validate. That's where *The Pavilion Life Sciences Center* comes in. Rather than having to travel to conferences or continuously troll the Internet, people will be able to learn about these life changing advances at a nearby, 21st century, *Jetsons-like, science and innovation center*. These centers will showcase the latest apps, information, and discoveries which can help everyone *live smarter and better* -- in health, sustainable living, energy, transportation (think electric vehicles and hovering skateboards), human performance, agriculture, and more. And with thousands of scientists, researchers, engineers, doctors, and even astronauts bringing forward new, powerful knowledge that is reshaping our scientific paradigm and shifting our worldview, the time to support them, to share this knowledge, and to implement a balanced, evolutionary process for humanity... is now.

As Buckminster Fuller, the brilliant architect, author, systems theorist, and inventor, so aptly wrote, "*You never change things by fighting the existing reality. To change things, build a new model that makes the existing model obsolete.*" By showcasing the best in *holistic*, life-centered solutions, Pavilion Life Sciences Centers will accelerate support for a post-materialistic science; and create healthier, smarter, more centered and capable people -- who can build healthier communities, and a brighter, more peaceful, and sustainable future.

¹ From Vaclav Havel's essay, *The Need for Transcendence in the Postmodern World*.

"The dizzying development of this science, with its unconditional faith in objective reality and its complete dependency on general and rationally knowable laws, led to the birth of modern technological civilization. It is the first civilization in the history of the human race that spans the entire globe and firmly binds together all human societies, submitting them to a common global destiny. It was this science that enabled man, for the first time, to see Earth from space with his own eyes; that is, to see it as another star in the sky.

At the same time, however, the relationship to the world that the modern science fostered and shaped now appears to have exhausted its potential. It is increasingly clear that, strangely, the relationship is missing something. It fails to connect with the most intrinsic nature of reality and with natural human experience. It is now more of a source of disintegration and doubt than a source of integration and meaning. It produces what amounts to a state of schizophrenia: Man as an observer is becoming completely alienated from himself as a being."

"...The only real hope of people today is probably a renewal of our certainty that we are rooted in the earth and, at the same time, in the cosmos. This awareness endows us with the capacity for self-transcendence. Politicians at international forums may reiterate a thousand times that the basis of the new world order must be universal respects for human rights, but it will mean nothing as long as this imperative does not derive from the respect of the miracle of Being, the miracle of the universe, the miracle of nature, the miracle of our own existence. Only someone who submits to the authority of the universal order and of creation, who values the right to be a part of it and a participant in it, can genuinely value himself and his neighbors, and thus honor their rights as well.

It logically follows that, in today's multicultural world, the truly reliable path to coexistence, to peaceful coexistence and creative cooperation, must start from what is at the root of all cultures and what lies infinitely deeper in human hearts and minds than political opinion, convictions, antipathies, or sympathies - it must be rooted in self-transcendence.

...The Declaration of Independence states that the Creator gave man the right to liberty. It seems man can realize that liberty only if he does not forget the One who endowed him with it."

Legal Memorandum Re: Life Sciences Center

-- Summarizes relationship between for profit and non-profit Pavilion components

ATTORNEYS AT LAW

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MEMORANDUM

TO: Jim Grapek
FROM: Betsy Lehrfeld
DATE: May 9, 2014
SUBJ: The Pavilion and The Pavilion Science Center

This memorandum summarizes our recent discussions concerning a way to structure the relationship between The Pavilion, a for-profit enterprise that will create a customized space providing a range of health, wellness, fitness, relaxation, health coaching, and meditation services to its customers, and The Pavilion Science Center ("Science Center"), a non-profit research and educational institution that will serve the public, including individuals using the services of The Pavilion.

The Science Center will have programs to educate individuals on emerging understanding of techniques that promote health and wellness, to establish standards, protocols, educational materials, and assessment tools, to train and certify integrative health practitioners and coaches, and to research whether and how the application of particular integrative and self-care approaches leads to better health and wellness outcomes. The results of its research will be made available to the public. An Advisory Board for the Science Center is being established that includes well-known complementary, alternative, and integrative practitioners, researchers and policy advisors.

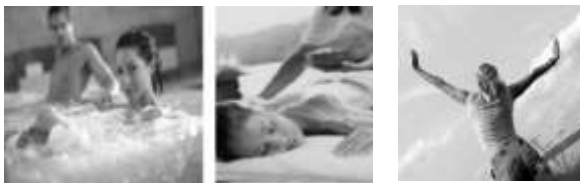
The Pavilion will offer various levels of membership, open to individuals (including employees of companies who provide Pavilion membership as an employee benefit) who range from those interested primarily in its facilities and services for fitness and relaxation to those seeking the full range of integrative health and wellness services and personal coaching to advance their own well-being on every level. It will offer "one-stop shopping," for those services, an attractive and easily accessed introduction for individuals interested in exploring an integrative health and wellness approach who want reliable guidance, and a high standard that relies on both qualified and experienced practitioners and the Science Center's monitoring of outcomes.

The information, programs and materials developed by the Science Center can be licensed to the Pavilion, which will serve three important functions: it will permit the Science Center to exercise quality control over how its educational and research programs are utilized; it will provide, subject to privacy and consent considerations, a laboratory for further research and understanding that is outcomes and evidence based; and it will provide a source of revenue for the Science Center that derives directly from the application of its work. This relationship would comply with rules governing tax-exempt non-profit organizations and the license fee would be a business expense to The Pavilion.

energize nourish R E D E F I N I N G H e a l t h a n d W e l l B e i n g

The Pavilion will feature a health club, spa, learning and arts center, next generation integrated medical facility, a science center and research institute, and ongoing activities and events to build and support and active community -- in one synergistic environment.

- A state-of-the-art **Fitness Center** and **Mediterranean-styled Spa** - ideal for staying fit, relieving stress, and feeling great! The spa includes clay, salt, and amethyst lined saunas, a pool, ice room, healing mineral baths, and more.
- An advanced, high tech health **Bio-Center** that integrates Western medicine with the best natural and holistic therapies. **Bio-Center** health coaches, practitioners, and integrative doctors, work as a team to optimize people's health as quickly and safely as possible.
- A **Life Sciences Center** showcasing the latest understandings in health, science, the environment, and sustainable living ... all designed to engage people, and inspire a better tomorrow.
- A **Learning Center** with hundreds of classes -- teaching the arts, music, health, psychology, relationships, sustainable living, environmental management, cooking, and more.
- A **Farm-to-Table Restaurant, Organic Café, and Wine Bar** -- including "Food as Medicine" menus... featuring great food, social activities, and regular performances and exhibits by local artists.
- A **Smart Living Shoppe**® which offers the 'best of the best' in products and services that support well-being and healthy living... and a holistic veterinary practice to take care of pets, too.



SET IN AN ADVANCED, SCIENTIFICALLY AND ENERGETICALLY BALANCED STRUCTURE CONCEIVED BY MASTER DESIGNER BILL BROWN, THE PAVILION'S UNIQUE ARCHITECTURE BEGINS SUPPORTING GUESTS' WELL-BEING AS SOON AS THEY ENTER, HELPING THEM FEEL MORE FOCUSED, REJUVENATED AND RECONNECTED.

A TRUE CENTER FOR **SMART LIVING**®, THE PAVILION USES THE EARTH'S NATURAL ENERGIES TO SUPPORT THE BODY'S INNATE ABILITY TO HEAL ITSELF, AND WITH A PERSON ORIENTED FOCUS, PAVES THE WAY FOR NEW MODES OF THINKING, EXPRESSION, AND BEING.

THE FIRST PAVILION IS SLATED TO OPEN IN THE DC REGION IN 2018. TO LEARN MORE ABOUT THE PAVILION, PLEASE VISIT WWW.THEPAVILIONCENTER.COM

The Pavilion: Key Management, Advisors, and Consultants



Jim Grapek, MMH, Educator, Futurist, Pavilion Founder and CEO

Jim Grapek is someone who knows we can do better; better than ranking 37th in the world in terms of our health; better than boasting the shortest life expectancies of any industrialized nation; better than having kids who match those in developing nations in terms of drug abuse, teen pregnancy, and education; and better when it comes to living in harmony with our environment, and living well. Grapek's twenty five plus years as an award winning producer, father, martial artist (Black Belt), and someone dealing with his own health issues (heart - quadruple bypass, hip issues, asthma, etc.), gave him many of the understandings needed to birth a *Pavilion*. Yet, his critical thinking and business skills -- with beginnings at Syracuse University's Newhouse School and Cornell's renowned Hotel School, figure in prominently, too. Other relevant experience includes running multi-million dollar restaurant operations and a major hospital's dietary department. Grapek also enjoys playing guitar, cooking, motorcycling, and living the most active and healthy lifestyle possible.



Ann Marie French-Cushing, President and COO

Most recently, Ann Marie has been a Behavioral Health Science Therapeutic Consultant for Regenerative Medical Solutions, and BioSky Clinics of Thailand. Before that she was a senior director of Business Administration for in-patient/out-patient clinical and research departments for more than a decade at Columbia University Medical Center and Continuum Health Partners. There she directed 72 research divisions, managed 600 plus staff, and budgets of up to \$100 million across a wide range of functions for research, clinical, and educational programs for the Department of Psychiatry. Additionally, Ann Marie, under her own company, Indigo Initiatives Inc., developed social media marketing, mapping, and communication models for Levis, Barney's, Bloomindales, Greenteam USA, and others.



Dr. Mark McClure, DDS, FAGD, IMDD, Integrative Medical Director

Dr. Mark McClure received his traditional degree in dentistry from the University of Maryland in 1973. In December of 1998, he received his degree of Integrated Medical Doctor-Dentist from the Capital University of Integrative Medicine, where he was later appointed Provost and served as the University's President, as well. A dentist, doctor, professor and innovator, Dr. McClure developed and founded DentiCare, a supplemental dental insurance concept serving VA, MD, PA and DC. In 1995 he co-founded [National Integrated Health Associates](#) (NIHA), along with his business partner, Dan Storck. Today NIHA has grown into a 10,000 patient practice with 28 practitioners, and is one of the best known resources for integrative health solutions on the East Coast.



Dr. Mark Wiley, OMD, PhD, MHA, Pavilion Vice President

Mark Wiley is an internationally renowned mind-body health practitioner, author, motivational speaker, teacher, and an expert instructor in Filipino and Chinese martial arts. He became a doctor in order to cure himself of a lifetime of debilitating pain and suffering that started when he was a child – and traveled the world, studying many modalities, to find out what worked and what didn't. Today, he holds doctorates in both Oriental and Alternative Medicine, a masters in Health Care Administration, and has personally developed a model of health and wellness grounded in a self-directed, self-cure approach. He is author of nine books, hundreds of articles, and has current online monthly reader base of more than 750,000 people.



Dr. Deborah Norris, Health Sciences Advisor to the Pavilion Science Center

Dr. Deborah Norris is Executive Director of Science for Health Energy, Inc. and Founder of [The Mindfulness Center](#) in Bethesda Md. She previously taught in the Psychiatry Department at Georgetown University Medical School, and in the Health/Fitness Department at AU. Dr. Norris worked for 15 years as a health scientist specializing in neurotoxicology and environmental illnesses at the USEPA. Dr. Norris teaches and conducts research in behavioral medicine. She has intensive training in Gestalt Psychotherapy, meditation and hypnosis. Integrating studies of mind and body, Dr. Norris is currently a Psychologist in Residence in the American University's Dept. of Psychology.



Dr. W. Lee Cowden, MD, DOH, IMD, Integrative Medical Advisor

Dr. W. Lee Cowden is a board certified Cardiologist and Specialist in Internal Medicine. Internationally known and recognized for his proficient technique in the use of Evaluative Kinesiology, Dr Cowden has refined treatment protocols for Parkinson's disease, Cancer, Lyme disease, Autism, Fibromyalgia, Chronic Fatigue, as well as many other medical conditions including Reversing Heart and Vascular Disease. He is the chief medical science advisor for the [Academy of Comprehensive Integrative Medicine](#), and is educating doctors and treating patients around the world.



Gary Henkin, President of WTS International, Key Development Advisor

[WTS International](#), Inc. is a 41 year-old company specializing in consulting and management services for spas, fitness centers, recreation centers and leisure facilities worldwide. WTS International is one of the world's foremost spa, fitness and leisure service firms. WTS has built an outstanding track record of performance and productivity for over three decades through their commitment to the delivery of the highest quality of guest and member services and standards of operation. Their clients include hotels and resorts, private clubs, luxury residential properties and real estate projects of all types. With more than 1,000 employees and expertise in every area needed for Pavilion development, WTS provides feasibility studies, theme development, design consulting, pre-opening, and spa operator services for facilities across the globe -- for clients such as Trump, Ritz Carlton, Columbia Country Club, and many others.



Lori Henry, VP of Public and Community Relations

Lori has over 25 years of driving results as a publicist, special projects/events fund raiser, political strategist and creative manager for a variety of public interest projects. As an independent producers' representative for many hard-hitting documentary films, she conducted media campaigns across the country to elevate awareness of the respective issue while publicizing the film. She also represented former Hollywood studio heads for Beverly Hills Ambassador Media Partners. Prior to that, Lori was Director of Development for the Better World Society, founded by Ted Turner to collaborate on projects to make a better world -- and worked in collaboration with the United Nations Development Fund for Women. Lori also served as Assistant Director of Student Activities at Cornell University.



Harold E. Morse, PhD, Business Development Advisor and Mentor

Hal Morse, a friend of The Pavilion, is chairman and CEO of The Health and Healing Network, an online integrative medicine platform. Dr. Morse is the former president, CEO and co-founder of OVATION, a television network dedicated exclusively to the arts. He was the driving force behind the idea to bring an all-arts network to television in the 1990s, much as he was in bringing an all-education cable network, The Learning Channel (TLC), to the marketplace in the 1980s. Dr. Morse was the founder of TLC and served as its chairman and CEO. Under his leadership, it became one of the nation's fastest growing cable networks.



Jim Turner, Medical, Health, and Nonprofit Legal Counsel

James S. Turner, a principal in [Swankin-Turner](#), represents businesses as well as individuals and consumer groups in a wide variety of regulatory matters concerning food, drug, health, environmental and product-safety matters. He has appeared before every major consumer regulatory agency, including the FDA, the EPA, Consumer Product Safety Commission and Federal Trade Commission, as well as the Department of Agriculture and the National Institutes of Health. Mr. Turner has served as special counsel to the Senate Select Committee on Food, Nutrition, and Health and to the Senate Government Operations Subcommittee on Government Research. He has also been a policy consultant to major corporations in the food, pharmaceutical and telecommunications industries, including such companies as Kraft Foods, The Quaker Oats Company, Hoffmann-LaRoche and AT&T. He is a graduate of The Ohio State University School of Law.



William V. Eaton, Advisor and Facilities Consultant

Bill Eaton is Chairman of the Board of [Cini-Little International](#), Inc., a company providing design, operational and management consulting services in the functional areas of foodservice and hospitality. Cini-Little is one of the largest firms of its kind in the world, with offices in Washington DC, Atlanta, Chicago, Los Angeles, and New York, as well as in the UK, Japan, and Australia. Bill is an active alumni and supporter of Cornell's Hotel School.



Renee Poindexter, Pavilion Learning Center Advisor

Renee Poindexter is the founder of Living the Potential Network, a collaborative of social entrepreneurs interested in designing authentic learning environments. She is a former high school English teacher who discovered the significance of learning in the world of business—over 25 years in a variety of industries—including technology, healthcare, financial services, construction, advertising and public relations, executive search, coaching, and consulting. An accomplished trainer, facilitator, success coach, and organizational consultant, Renee has worked with non-profit organizations, schools, and businesses to facilitate the positive changes needed to fulfill the organizational vision. Renee is Chair of the [SelfDesign Foundation](#) in the United States. She serves as an Advisory Board member with Univera, Inc. and is a mentor with WOVI, Women of Visionary Influence.



Dr. Ibrahim Karim, Pavilion Building & Energy Architect, Industrial Design Advisor

Dr. Karim, a graduate of the prestigious Federal Institute of Technology (ETH) in Zurich, Switzerland, and is [the founder of BioGeometry](#); the new architecture and industrial design school that uses the subtle energy effect of geometrical design to induce harmony to our modern technological and natural environments. Dr. Karim currently teaches at several universities and supervises numerous postgraduate studies. Dr. Karim was recognized and honored by several environmental institutes for his environmental work and was chosen as 'man of the year' by the Swiss magazine "Anzeiger" in 2005 for his success in reducing the effect of 'electrosmog' in several regions in Switzerland. A practicing architect, Dr. Karim heads up his own architectural and industrial design consulting firm with offices in Cairo, Geneva, and Montreal.