



**BENJAMIN & EDITH SPAULDING DESCENDANTS ASSOCIATION,
INCORPORATED (BEDSA, Inc.)**

and

**BENJAMIN & EDITH SPAULDING DESCENDANTS FOUNDATION,
INCORPORATED (BEDSF, Inc.)**

NATIONAL FAMILY LETTER

**Making Strides:
Accomplishments and Pending Initiatives**

June 30, 2010

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Dear Family Members,

It is my pleasure to take this opportunity to share some information on the state of the family in terms of the activities of the family for-profit association, established in 2003, and the family non-profit foundation, established in 1997. As background information, the members of the Board of Directors (BODs) of the Benjamin and Edith Spaulding Descendants Association (formerly known as the Permanent Reunion Planning Committee, established at the 2000 reunion in Atlanta, GA) initiated conducting a family business meeting in the years between reunions in order to focus entirely on family initiatives, projects, and challenges. These meetings are open to all interested family members to attend and participate. The first family business meeting was held July 29 and 30, 2005 at the Sheraton Imperial Hotel and Convention Center in Raleigh, NC and subsequent meetings have been held at the North Carolina Mutual Life Insurance Company building in Durham, NC. During the July 29, 2005 business meeting, a Strategic Business Plan for the family was developed. The plan identified strategies to sustain the unity of the family, build upon our family heritage, and develop a vision for the future. The plan was officially adopted by the family association BODs on October 22, 2005. A copy of the plan can be obtained from the family website at www.spauldingfamily.com. The Strategic Business Plan is a living document and will be revised and updated as appropriate.

Following our practice of holding national family business meetings in years between reunions, our next national family business meeting will be held July 30, 2011 in Durham, NC. Meetings of the family association and foundation are held three times per year and includes the national family business meetings held between reunions. The activities and initiatives of the family association and foundation are managed by a combined Board of Directors. A copy of meeting minutes are archived on the family website. Federal and state income taxes are filed on regular bases at the end of our Fiscal Year (FY) which is September 30th for the family for-profit association and non-profit foundation. Also, on an annual base at the end of our FY, we file a Business Corporation NC Annual Report. I am very please to report as President and Chief Operating Officer of the family for-profit organization and non-profit organization that all of our federal and state taxes and state of NC business corporation reports are duly and correctly filed and we have no diligences or outstanding debts. Some of the significant activities and initiatives of the family association and foundation that I would like to bring to your attention include the following:

Family Association Initiatives:

Family Health Network. Established a relationship with Duke University that has resulted in the conducting of two very productive health fairs at the 2002 and 2006 family reunions as a part of our Family Health Network. A third health fair in conjunction with Duke University will be held during the 2010 family reunion in Raleigh, NC. This initiative has also resulted in updating our family pedigree to over 5,000 family descendants, which brings us up to 12 generations of family members, in some cases, since we have been documenting Benjamin and Edith Spaulding descendants, 1773-1862. Columbus County, NC is rated as the unhealthiest county in NC by the CDC and Bladen County is rated number 4 from the bottom. The family health network initiative is intended to assist in addressing this problem where so many of our family members live and originated from.

Family Directory. Developed a family directory that contains over 1200 family units which has been automated to facilitate contacting family members by e-mail in addition to postal mail delivery. During 2010 the data collected was expanded to include demographical information, such as education level, occupation, employment, etc. Our objective in expanding the information collected regarding family members is to attract corporate sponsors for association and foundation events. Thereby reducing cost to participate in association and foundation activities. Everyone is encouraged to go to the family website www.spauldingfamily.com and provide the additional information requested.

Regional Organizations. Established a regional organization structure for implementing family goals and objectives headed by a Regional Director with a structure that parallels the national BODs organizational structure. Regional organizations are located in the following parts of the country: North Atlantic; Mid-Atlantic; DC Metro Area; South Atlantic; Southern, Mid-West; South West (Arizona); and West Coast. The family regional organizations are beginning to develop into successful mechanisms for improving communications and outreach to family members via the use of e-mail, regional meetings, locally planned activities, and fellowship. The regional organizations have also assumed responsibility for locally managing the conducting of national family reunions occurring within their respective regions. Additional information regarding regional organizations is contained on the family website.

Family Reunion Planning. Since 2002, the family reunion permanent committee, which has now become the family association, has centrally managed the conducting of family reunions so that lessons learned and residual monies are passed on from reunion to reunion. Our family reunions have reached convention size and require a lot of experience in negotiating favorable hotel contracts, crafting informative correspondence that covers all necessary information regarding attending a family reunion, establishing a budget and living within the budget, so that our 28-year reputation of conducting successful family reunions and paying our bills on time will not be marred, etc. Due to the length of time required to negotiate hotel contracts, the family association has implemented a plan of action where we have started to negotiate hotel contracts 4 years in advance of a family reunion. We have also begun to identify the location of future family reunions 10 to 12 years in advance. For your information, the 2012 reunion will be held in Philadelphia, PA at the Hyatt Penn Landing Hotel. The local reunion planning committees, which now operate under the local regional organization, are still responsible for handling and planning activities and events at the various reunions.

Family Awards Program. Established a family awards program where family members are officially recognized for their contributions to the family. Because we must totally rely upon volunteers the only way we can presently recognize the contributions of family members is through the presenting of awards. Family association activities are open to all family members who are interested in assisting in the achievement of family goals and objectives. The dream of the national family association is to one day be able to employ a full-time staff to manage the day to day operations of the family association and foundation.

Educational Scholarships. Implemented the giving of scholarships to family members from funds generated from various family association fund raising initiatives. Since the 2008 reunion, we have given out 18 two year scholarships to family members from association funds.

Promotional Video and Family Oral History Project. The services of Ms. Kate Tsubata, a professional journalist, and the LightSmith Production Team were retained by the family association for subject project. Essentially, they produced a promotional video, fully edited with an authored menu, which can be presented to potential corporate sponsors and others regarding the family. Additionally, they conducted oral interviews with over 40 family members and produced oral family history DVDs for family use. Ms. Tsubata and the LightSmith Production team traveled to North Carolina for three days of shooting with one day in Durham and two days in Bladen/Columbus County. The production team also traveled to Whitesboro, NJ and Philadelphia, PA for the purpose of conducting oral history interviews and documenting of family history. Copies of the DVDs can be order by use of the family website.

Media Press Kit. The family association contacted to have a media press toolkit prepared to provide instructions on how to work well with the media. The press kit contains instructions on how to deal effectively with the media and several pre-written press release on topics such as: the history of the family, the impact of Spaulding family reunions upon the local economy, the value of family traditions, etc. The objective of this initiative is to lay the ground work for generating interest in the activities and accomplishments of the family and to attach outside funding.

Family Website. Established a family website, www.spauldingfamily.com that contains information regarding family activities, history, programs, etc. The website has been in existence since 2002 and has had over 28,000 hits. Sincere appreciate is expressed to Cousin Henry Horne who assumed sold responsibility for maintaining the family website up until the serves of LightSmithProductions was retained to revised and maintain our family website with the assistance of Cousin Henry Horne and Cousin Wendell Campbell. Additional information regarding the revised family website is provided below.

Family Foundation Initiatives:

Charitable Gifting Program. The BESD Foundation Incorporated established a relationship with the North Carolina Mutual Life Insurance (NCMLI) Company and executed a contract for implementing subject program within the family and the general public at-large. The program is designed to build and improve the financial strength of families with life insurance products, services and programs as well as spread the word about financial literacy. The program in designed to create life insurance endowment funds for organizations and institutions through life insurance. Thus far our family foundation has policies under the North Carolina Mutual Charitable Gifting Program for a total face amount of \$299,652. We are in hopes during the 2010 family reunion that we will be able to get additional family members to participate in the program thereby increasing the number of policies where BESDF, Inc. is the beneficiary. Our contact with the company is Mr. Avie Lester, (800) 647-2114, ext. 226, and Dr. Kimberly Williams Moore, Head of Public Affairs and External Relations, ext. 294. The family foundation has recruited and approved Cousin Thurston Spaulding (703) 549-7331 to serve as our General Agent.

The George Henry White Pioneer Award. In honor of the political role played by Cousin George Henry White at the turn of the 20th Century and to establish a permanent tribute, the BESD Foundation, Incorporated, has established The George Henry White Pioneer Award. The award is intended to honor outstanding persons who demonstrate qualities of servant leadership, social entrepreneurship, visionary action, and family cohesiveness. George Henry White was born in Bladen County, NC in 1852. He served in the U.S. Congress from 1897 to 1901, when North Carolina's legislature instituted racially discriminatory electoral rulings. Himself a target of vehement attacks and slurs, he foresaw the need for economic self-sufficiency and access to higher education for those of color. He organized the establishment of the town of Whitesboro, New Jersey where people could own farms and businesses, where children could receive excellent education, and where through diligence and interdependence, each person could achieve personal and professional goals. President Obama has been dominated by the BESDF BODs as the first person to receive this award for his visionary leadership. President Obama also brought the memory of Congressman George White to the awareness of our nation when he addressed the

Congressional Black Caucus in September 2009 and quoted from his memorable “farewell speech” to Congress, delivered in January 1901. For now the award will be presented at the Biennial Spaulding family reunion.

Educational Scholarship Program. A criterion is being developed for giving scholarships under the family foundation to individuals who meet the criteria. These scholarships will be available to members of the general public who are interested and meet the criteria. Funds donated to the foundation scholarship fund will be tax deductions. Additional information including how to apply is being developed will be posted on the BESDF, Inc website.

Education Motivation Project. We have established an educational program under the BESD nonprofit foundation that focuses on building self sufficiency and inspiring an entrepreneurial spirit. The program will focus of the value of hard work, financial self-reliance, lifelong learning and service to others being passed down from generation to generation. The program will speak to and honor the importance of education, qualities of servant leadership, social entrepreneurship, visionary action and family cohesiveness as things that can not be over emphasized. In conjunction with this program initiative, the family foundation submitted its first proposal for a grant to the Humanities Council of Washington, DC, which we did not received due to large number of applicants and short amount of available funds. Nevertheless, our proposal to do an Oral History Project entitled: One Family’s Journey & Impact on the Nation’s Capital was given serious consideration and we were encourage to submit for future grant opportunities. Using the history and traditions of the members of our family will be used as a major component in the implementation of this program initiative. For more information regarding this program initiative please refer to the family foundation website. Also, if you are interested in participating in this initiative, please contact me or any member of the family foundation BODs.

Family Values Documentary. For the purpose of developing a documentary-style film that can be marketed towards a more general audience including participants of the reunion, possible reunion sponsors, public service TV, and the business & educational community, the family foundation has contracted to have footage of events at the 2010 family reunion shoot for future use in educational and promotional projects. Themes that may be brought out through the use of video include “why family is important”, “why reunions are important to families in maintaining and perpetuating family traditions and legacy”, “why is it important to know who you are and where you came from in shaping your character and core principles”, “what is the significance of the Spaulding family and its impact upon the country”, and other themes relating to the educational values of reunions and family type events. Interviews with participants attending the 2010 reunion based on questions relating to the themes of the documentary will be stored and edited according to the themes and final usage purposes determined by the family foundation BODs. (E.g.: television, broadcast, educational series, seminar resource, etc.) The project also includes the development of a 30 minute video of the 2010 family reunion that will be available for sell to family members of other interested parties.

Family Website. As many of you know, we have a family website, located at www.spauldingfamily.com. Well, we are very pleased to announce that the family website has been completely revised. Our new website has been divided into a separate portion for the family foundation business and a separate portion the family association business. Both portions of the websites offer interactive user functionality, videos, a family store, and many other features designed to keep everyone better informed about family and foundation activities. The revised website has also been designed to allow registering to attend reunions and purchase items by use of Pay Pal. The family association portion of the website contains a menu item entitled “Links” that allows family members to include links to their business, informational, etc websites for networking purposes. The website also contains family oral history DVDs, prior family reunions video tapes converted to DVDs for sell, various pictures of family activities all across the United States. Follow the various instructions provided with the numerous items contained on the website for having information inputted onto the website.

In closing, the Board of Directors of our family association and foundation, which is a combined board covering both organizations, have been working very hard to maintain and build upon the unity of our family. As is highlighted above, we have put in place an infrastructure to facilitate maintaining

communications with family members, have continued for the past 28 years to conduct bi-annual family reunions which have reached business convention size, have established a for-profit and a non-profit family organizations which are duly registered with applicable federal and state organizations, have implemented regional family organizations across the united stated, hold a national family business meeting in between family reunions, have a family website, family directory, established a relationship with NCMLI company which was stated by family members and are building an endowment funds through our participation with their charitable gifting program, etc. So it can be truly said that as a family are doing things. However, it can be said that we are not making it happen when you consider the size and potential of the family. Consequently, we have reached a crossroad as to where we go from hear. Do we maintain the status quote and be satisfied with what we are currently doing or do we take action to move things to the next level? In order to obtain family input, I plan to propose to the Family Association/Foundation BODs that we conduct a survey to obtain family members input. I also, as president/COO, plan to convene meetings with small groups of family member in the various regions to obtain family member input and recommendations as to what the priorities and goals of our family association and foundation should be. My motivation for my involvement with the family is to sustain and strengthen for future generations the traditions and legacy of our family. If you have recommendations or would like to get involved with the programs and initiatives of the family organizations please feel free to contact me. How do we get every family member to line up with the family movement and trust in the spirit of the family? Get over you hang ups. Come together as one body and trust in the spirit of family are items of interest. It is time for the members of our generation to create our own legacy that builds upon the heritage of our ancestors. If you are interested in working to achieve some of the goals identified in our family strategic business plan or have ideas or concerns about the future of the family, attending the family business meeting at the 2010 reunion is your opportunity to have input in the crafting of a plan of action or please feel free to contact me by e-mail or phone call to discuss your recommendations or indicated your willingness to assist.

Sincerely,

Vincent M. Spaulding

Cc:BESDA, Inc./BESDF, Inc. BODs
Avie Lester, NCMLI Co.

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