

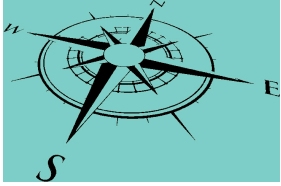
Use Cases for the StratML Standard

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DEMONSTRATION ONLY



Strategy Markup Language Committee (SMLC)

Vision

A worldwide web of intentions, stakeholders, and results.

Mission

To document use cases for the StratML standard (ISO 17469-1)

DEMONSTRATION ONLY

1. Government Agencies

Publish government agency strategic and performance plans and reports on the Web in open, standard, machine-readable format.

Stakeholder(s)

Government Agencies :

U.S. federal agencies can comply with section 10 of the GPRMA Modernization Act (GPRAMA) by publishing their strategic and performance plans and reports in StratML format. Publishing such plans and reports in open, standard, machine-readable format is also good practice for agencies at all levels of government, worldwide.

Value-Added Intermediaries :

Value-added intermediary services can make it very easy for citizens, taxpayers, and other stakeholders to discover and track performance on public objectives of interest to them.

Citizens :

Aided by value-added intermediaries, citizens will be able to discover public goals and objectives of interest to them and the stakeholder groups of which they are members and track agency performance of those objectives.

Taxpayers :

Aided by value-added intermediaries, taxpayers will be able to discover public goals and objectives of interest to them and the stakeholder groups of which they are members and how well agencies are spending tax funding on those objectives.

News Media :

News media can use agency performance data to help citizens, taxpayers, and other stakeholders understand how well agencies are achieving public objectives and to hold them accountable for continuous improvement.

2. Charitable Organizations

Publish the strategic and performance plans and reports of charitable organizations on the Web in open, standard, machine-readable format.

Stakeholder(s)

Charitable Organizations :

Charitable organizations can publish their goals, objectives, and performance indicators in StratML format, thereby enabling donors and prospective donors to evaluate which organizations are best qualified to spend their donations to produce the best results.

Donors :

Donors can use performance data published by charities and verified and evaluated by value-added intermediaries to determine how best to allocate and direct their contributions.

Charitable Rating Services :

Value-added intermediaries can verify, evaluate, and report how the performance of charities compares to benchmarks for organizations performing the same function for similar beneficiaries.

Government Agencies :

Government agencies can use data published by charities to evaluate and report how their activities support public objectives, as required of U.S. federal agencies by the GPRA Modernization Act (GPRAMA) with respect to "tax expenditures".

News Media :

News media can use strategic, performance, and stakeholder data to focus their investigations, analyses, and reporting on the efficiency and effectiveness with which contributions are being applied by legitimate charities as well as to help donors avoid giving money to those that are not.

3. Foundations

Publish the strategic and performance plans and reports of foundations on the Web in open, standard, machine-readable format.

Stakeholder(s)

Foundations :

Foundations can publish their goals, objectives, and performance indicators in StratML format, thereby enabling those seeking grants to more easily discover available funding sources. Foundations can also more easily discover and engage other foundations and other types of organizations pursuing common and complementary objectives, and accomplish those objectives more effectively by working together in partnership.

Charitable Organizations

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4. Corporations

Leverage the StratML standard to facilitate realization of corporate objectives.

Stakeholder(s)

Corporations :

Corporations can publish their social responsibility plans and reports in StratML format, thereby enabling their shareholders, regulatory agencies, consumers, and other stakeholders to evaluate their performance on CSR objectives.

Benefit Corporations :

In the United States, a benefit corporation is a type of for-profit corporate entity, authorized by 33 U.S. states and the District of Columbia that includes positive impact on society, workers, the community and the environment in addition to profit as its legally defined goals. Benefit corporations differ from traditional C corporations in purpose, accountability, and transparency, but not in taxation. https://en.wikipedia.org/wiki/Benefit_corporation

Public Benefit Corporations :

Public-benefit corporations are a specific type of corporation that allow for public benefit to be a charter purpose in addition to the traditional corporate goal of maximizing profit for shareholders. Depending on the country they may also be known as crown corporations, statutory corporations, or government owned corporations having monopoly over a specific service or market. https://en.wikipedia.org/wiki/Public-benefit_corporation

Value-Added Intermediaries :

Value-added intermediary services can make it very easy for shareholders, consumers, regulatory agencies, and other stakeholders to track the performance of companies with respect to social responsibility objectives.

Shareholders :

Shareholders can use CSR performance data to evaluate their investments.

Consumers :

Consumers can use CSR data to help determine which companies' products and services they prefer to buy.

Regulators :

Regulators can use CSR data to determine whether regulated companies are meeting legal and regulatory requirements applicable to them.

New Media :

News media can use corporate reporting data to focus their investigations, analyses, and reporting on issues that may warrant further explication.

Challenging times and competitive markets, in which work is increasingly performed remotely, demand visionary leadership and innovative action.

4.1. Alignment

Use StratML portal services to enable effective coordination and tracking of individual employee performance plans in strategic alignment with corporate objectives.

Stakeholder(s):

Employees

4.2. CSR

Publish corporate social responsibility (CSR) plans and reports on the Web in open, standard, machine-readable format.

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5. Regulators & Regulated Entities

Publish regulatory requirements and performance reports in StratML format

Stakeholder(s)

Regulatory Agencies :

Regulatory agencies can publish regulatory requirements as model performance plans in StratML Part 2, Performance Plan/Report, format.

Regulated Entities :

Regulated entities should be permitted, if not required, to publish their performance reports on the Web in open, standard, machine-readable StratML Part 2 format.

Value-Added Intermediaries :

Value-Added intermediaries can make regulatory requirements and reports readily available and usable by those who must or may wish to use them.

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6. Employers & Employees

Document and share employment performance plans in StratML format.

Stakeholder(s)

Employers :

Employers can document and share their performance objectives with employees.

Employees :

Employees can document how their accomplishments are aligned with and support their employers' objectives.

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7. Individuals

Publish on the Web in open, standard, machine-readable format the plans of individuals.

Stakeholder(s)

Individual Human Beings :

who choose or are required to lead mission/goal-directed lives can engage others in order to achieve their objectives.

Value-Added Intermediaries :

can help individuals with common and complementary objectives engage each other, form performance partnerships, and monitor each other's performance.

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8. Political Parties

Publish political party platforms on the Web in open, standard, machine-readable format.

Stakeholder(s)

Political Parties :

Assisted by value-added intermediary services, political parties can more efficiently and effectively engage voters whose values and objectives they best represent.

Value-Added Intermediaries :

Value-added intermediary services can enable political parties and prospective members to more efficiently and effectively connect and engage each other on an ongoing basis.

Political Party Members :

Party members can more efficiently and effectively participate in the formulation of the goals and objectives of political parties and hold their candidates and party officials accountable for upholding the parties' key values.

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9. Candidates for Elective Office

Publish the issue statements of candidates for elective office as performance plans on the Web in open, standard, machine-readable format.

Stakeholder(s)

Candidates for Elective Office :

Candidates for elective office can more efficiently and effectively engage voters whose values and objectives they best represent. It should become socially unacceptable and unthinkable that any candidate for public office could be elected without publishing his/her plan openly on the Web in a format like StratML.

Value-Added Intermediaries :

Value-added intermediary services can enable voters to automatically identify candidates who best represent them based upon their own values and objectives. They can also track and report the performance of elected officials in office.

Voters :

Aided by value-added intermediaries, voters can more easily determine which candidates best represent their own values and objectives as well as to track elected officials' performance in office.

10. Elected Representatives

Upon election, flesh out the candidates' plans to document more explicit stakeholder roles and performance indicators for their performance in office.

Stakeholder(s)

Elected Representatives :

Members of legislative bodies can detail their own plans and budgetary allocations of available tax revenue in machine-readable format. Filibusters can be avoided and timelines can be met by replacing the voting process with the amalgamation of the individual plans of each member of elected representative bodies. Total spending should be limited to available revenues except in the case of declaration of war or national emergency.

Value-Added Intermediaries :

Value-added intermediaries can aggregated, index, analyze and make the data contained in the plans of elected officials readily available, comprehensible, and usable by citizens, taxpayers, interest groups, and the news media. They can do the same with the plans proposed by taxpayers and report the results in comparison to the actual budget produced by their elected representatives.

Voters

Taxpayers :

Aided by value-added intermediaries, taxpayer can indicate how they would like for their taxes to be allocated among logically separable categories of public spending.

News Media

11. Social Media

Mature social media for business-quality usage by building into such services support for the StratML standard.

Stakeholder(s)

Social Media

Facebook

LinkedIn

Yahoo

Google

Pinterest

MySpace

Twitter

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12. Websites

Publish website about us statements in open, standard, machine-readable StratML format.

Stakeholder(s)

Website Developers

Website Owners

Value-Added Intermediaries

Website Visitors

Website Users

Properly documented, website about us statements amount to informal strategic plans.

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13. Non-Governmental Organizations

Publish the performance plans of NGOs on the Web in open, standard, machine-readable StratML format.

Stakeholder(s)

NGOs

Value-Added Intermediaries :

Value-added intermediary services can help NGOs link (strategically align) their objectives with the stakeholders and public goals of government agencies as well as to benchmark and compare the performance of NGOs to other organizations, including public agencies, serving similar beneficiary stakeholders for similar purposes.

13.1. Relationships

Use the Relationship elements to strategically align the performance of NGOs with the public objectives of government agencies.

13.2. Inherently Governmental Functions

Disintermediate politics, politicians, and government bureaucracy from functions that are not inherently governmental in nature and can be performed more efficiently and effectively by other organizations.

14. Partnerships & Multi-Organization Groups

Use the Relationship elements to cross-reference common and complementary objectives in the plans of each member of a partnership, consortium, or other informal group.

Stakeholder(s)

Partners

Prospective Partners

Consortia

Associations

Alliances

Coalitions

Unions

Leagues

Guilds

Syndicates

Federations

Confederations

Conglomerates

Cooperatives

Combines

Affiliates

Clubs

Value-Added Intermediaries :

Value-added intermediary services can make it very easy for prospective partners to discover and engage each other in pursuit of common and complementary objectives as well as to track and report the performance of each partner individually and the partnership as a whole.

15. Communities

Document the goals, objectives, and stakeholders of communities based upon common interests, practices and/or geography.

Stakeholder(s)

Localized Communities

Communities of Interest (COIs)

Communities of Practice (CoPs)

15.1. Connections

Enable the members of communities to become "truly connected" based upon shared values supported by common and complementary objectives.

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16. Educational Institutions

Publish the goals, objectives, performance indicators of educational institutions in open, standard, machine-readable format.

Stakeholder(s)

Educational Institutions

Value-Added Intermediaries

Parents

Teachers

Students

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17. Researchers

Publish research plans and reports on the Web in StratML format.

Stakeholder(s)

Researchers

Value-Added Intermediaries :

Value-added intermediary services can make it very easy for researchers to discover and engage prospective performance partners in pursuit of common and complementary research objectives.

Grant Making Agencies :

Government agencies funding research with public funding should insist that grant recipients publish their research plans and summary reports on the Web in StratML format. They should also require researchers to link their research objectives to public objectives and to key stakeholder groups, using the Relationship elements.

Foundations :

Foundations funding research should insist that grant recipients publish their research plans and summary reports on the Web in StratML format. They should also require researchers to link their research objectives to the foundations' objectives and to key stakeholder groups, using the Relationship elements. Tax-exempt foundations should also link their own objectives to public agency objectives in order to justify their tax-exemptions. As well they should help U.S. federal agencies comply with the requirement of GPRAMA to report how tax expenditures are supporting public objectives.

Journal Publishers :

Academic research journals should expand their service offerings to capitalize on the data contained in research plans and reports published in StratML format.

18. Virtual Organizations

Create virtual organizations as implementers of the goals and objectives documented on the Web in StratML format by their participants.

Stakeholder(s)

Virtual Organizations

Value-Added Intermediaries :

Value-added intermediary services can make it very easy for prospective participants in virtual organizations to discover and engage each other in pursuit of common and complementary objectives as well as to track and report the performance of such organizations.

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19. Projects & Programs

Publish the performance plans and reports for public projects and programs on the Web in open, standard, machine-readable format.

Stakeholder(s)

Project Managers

Program Managers

Contractors

Subcontractors

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20. Conferences & Meetings

Publish the agendas for significant conferences and public meetings as performance plans and reports on the Web in open, standard, machine-readable format.

Stakeholder(s)

Value-Added Intermediaries :

Conference organizers and other value-added intermediaries can enable participants in public gatherings to document their own objectives and engage others before, during, and after each event in collaborative pursuit of their common and complementary objectives.

Participants :

Participants in public gatherings can document their own objectives and engage others before, during, and after each event in collaborative pursuit of their common and complementary objectives — regardless of whether they can attend in person or not.

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21. Contracts & Contractor Performance

Render contracts as performance plans and reports of contractor performance as performance reports in StratML format.

Stakeholder(s)

Contractors

Contract Managers

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22. Investigative News Media

Publish investigative news articles in StratML Part 2, Performance Report, format

Stakeholder(s)

News Media

Investigative Journalists

The elements of investigative news reports might be mapped to the elements of StratML as follows: 1) What? — <PerformanceIndicator>s of the actual results/outcome type. 2) Who? — <Stakeholder>s of the performer and “beneficiary” (victim) type. 3) Why? — <Value>s, <Goal>s & <Objective>s. 4) How? — <PerformanceIndicator>s of the input, input processing, output & output processing types. 5) Where? — <PlaceName>s in StratML Part 3, Additional Elements; not yet addressed in Part 2, Performance Plans & Reports.

23. Advertisers & Marketers

Use the Relationship elements to more efficiently and effectively connect producers and consumers

Stakeholder(s)

Advertisers :

Leveraging the Relationship elements, advertisers can enable producers and consumers to discover and engage each other more efficiently and effectively.

Marketers :

Leveraging the Value, Relationship, and Performance Indicator elements, marketers can enable their clients to more efficiently and effectively convey to consumers why they should trust and consider doing business with them.

Query/Discovery Service Providers :

Value-added intermediaries can enable consumers more efficiently and effectively to discover and acquire inputs and services required to accomplish their objectives.

Consumers :

Aided by value-added intermediaries, consumers can far more efficiently and effectively discover and acquire inputs and services required to accomplish their objectives.

Producers :

Aided by value-added intermediaries, producers can far more efficiently and effectively make consumers aware of products and services required to accomplish their objectives.

24. Product & Service Vendors

Publish the plans of vendors of products and services on the Web in open, standard, machine-readable format.

Stakeholder(s)

Vendors :

Aided by value-added intermediaries vendors can connect more efficiently and effectively with potential customers for their products and services.

Suppliers :

Aided by value-added intermediaries suppliers can connect more efficiently and effectively with potential consumers of their products and services.

Companies :

Aided by value-added intermediaries companies can connect more efficiently and effectively with potential customers.

Businesses :

Aided by value-added intermediaries businesses can connect more efficiently and effectively with potential customers.

Consultants :

Aided by value-added intermediaries consultants can connect more efficiently and effectively with potential clients.

Professional Service Providers :

Aided by value-added intermediaries professional service providers can connect more efficiently and effectively with potential clients.

Value-Added Intermediaries :

Value-added intermediaries can index, aggregate, analyze, and share with consumers/customers/clients information published by vendors.

Consumers :

Aided by value-added intermediaries, consumers can far more efficiently and effectively discover suppliers of inputs and services required to accomplish their objectives.

Customers :

Aided by value-added intermediaries, customers can far more efficiently and effectively discover suppliers of inputs and services required to accomplish their objectives.

Clients :

Aided by value-added intermediaries, clients can far more efficiently and effectively discover providers of professional services required to accomplish their objectives.

24.1. Product & Service Description

Enable more precise discovery of products and services.

Discovery could be made more precise if vendors were to publish their product and service descriptions on the Web in an open, standardized, machine-readable format along the lines of the schema posted at <http://ambur.net/ProductOrServiceDescription.xsd> and documented at <http://ambur.net/ProductOrServiceDescription.html>

Stakeholder(s):**StratML Query Service Providers****Vendors****Consumers****24.2. Strategic Alignment**

Link product and service descriptions to performance indicators.

Stakeholder(s):**Value-Added Intermediaries :**

Value-added intermediaries can enable more precise discovery of products and services by linking them to performance indicators of the input and input_processing types in model plans containing common objectives for the types of customers to which they apply.

Suppliers**Consumers****24.3. B2C Connections**

Link the objectives of consumers to the objectives of businesses.

Stakeholder(s):**Value-Added Intermediaries :**

Value-added intermediaries can use the Relationship elements to link the objectives of consumers to the objectives of businesses.

Businesses :

Aided by value-added intermediaries, businesses can link their objectives to those of their potential customers, in the plans of their actual customers &/or model plans developed for prospective customers.

Consumers :

Aided by value-added intermediaries, consumers can more easily discover businesses offering products and services they desire.

25. Rating & Ranking Services

Use the StratML standard to gather, report, rate and rank the performance of products, services, institutions and organizations.

Stakeholder(s)

Rating/Ranking Services

Institutions

Organizations

25.1. Self-Reporting

Enable institutions and organizations to self-report the performance of their products and services on metrics of importance to their stakeholders.

25.2. Second-Party Reporting

Enable others to rate the performance of products and services they have tested and used.

Stakeholder(s):

Consumers

25.3. Third-Party Services

Make such ratings and rankings readily available on the Web through value-added third-party intermediary services.

26. Conflict Resolution Services

Document the personal values as well as the longer-term goals and near-term objectives of individuals and organizations in conflict.

Stakeholder(s)

Negotiators

Conflict Resolution Services

26.1. Motivations

Enable those in conflict to more fully and clearly understand each other's motivations.

26.2. Resolutions

Explore prospects for resolutions accommodating objectives of those in conflict based upon common values.

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27. E-Diplomacy & International Development

Publish plans in StratML format to support establishment of innovative tools for diplomacy and international development.

27.1. Collaboration

Collaborate with private sector partners that share similar visions and engage in innovative practices that promote diplomacy initiatives.

Stakeholder(s):

Private Sector

27.2. Ideation & Cost

Increase ideation while reducing costs.

Aid embassies and regional bureaus with limited budgets in identifying and securing innovative services (for purchase and no cost) and guiding them through the process of creating and operationalizing innovative practices such as prizes and challenges.

Stakeholder(s):

Embassies

28. Noble Cause Corruption Correction

Apply augmented intelligence (AI), together with reviews by peers and potentially affected stakeholders, to make salient to noble actors when the longer-term results of their intended actions are likely to be inconsistent with their avowed values.

Stakeholder(s)

Peer Reviewers

Do-Gooders

Noble Actors

See https://en.wikipedia.org/wiki/Noble_cause_corruption, <https://www.cato.org/events/search-truth-regulatory-science>, http://lacrossetribune.com/news/opinion/editorial/community-columnist-do-gooders-doing-bad/article_ff09a2e7-1588-508d-bc0a-503cdf5df638.html, and Noble Cause Corruption, the Banality of Evil, and the Threat to American Democracy, 1950-2008 by John DiJoseph, the first 35 pages of which are available via <https://books.google.com/>. For additional references, Google "Do -Gooders Doing Bad".

29. Disaster Preparedness, Response & Recovery

Document emergency/disaster preparedness plans on the Web in open, standard, machine-readable format.

Stakeholder(s)

Value-Added Intermediaries :

Value-added intermediaries can leverage the content of such plans to enable more efficient, effective, and well-coordinated response to natural disasters and other emergencies.

Victims of Disasters :

Individuals and families who have documented their emergency response plans in StratML format can use value-added intermediary services to help them implement such plans promptly and efficiently when needed.

Responders :

Value-added intermediaries can help first and other responders determine how best to prioritize and address emergency needs and to help them do so in a well-coordinated manner, based upon their respective resources and capabilities.

Donors :

Value-added intermediaries can help donors determine how best they can contribute to disaster response and recovery efforts.

30. Artificial Intelligence

Document on the Web in StratML format the performance plans of proposed artificial intelligence agents.

Stakeholder(s)

AI Researchers

AI Developers

AI Strategists

Value-Added Intermediaries

AI Agent Verification & Validation Services

AI Agents

As a condition for access to the Internet, all proposed AI agents should be required to have performance plans posted on the Web in open, standard, human and machine-readable format so that value-added intermediary services — including StratML-enabled AI agents — can verify that they perform according to plan and do nothing else.

31. Startups

Document startup plans in StratML format.

Stakeholder(s)

Founders :

Startup founders can more easily and effectively connect with potential investors and partners.

Investors :

Investors can more easily discover startup ventures they may choose to fund.

Value-Added Intermediaries :

Can help founders, investors, and potential partners more easily discover each other and more efficiently and effectively pursue their common and complementary objectives.

The elements of the StratML core are: Mission, Vision, Value(s), Goal(s), Objective(s), and Stakeholder(s).

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32. Volunteerism

Enable volunteers to document their values, goals, and objectives on the Web in open, standard, machine-readable format.

Stakeholder(s)

Volunteers

Charitable Organizations :

Charitable organizations can demonstrate the value they are creating by documenting their outcomes and benchmarks on the Web in open, standard, machine-readable StratML format, thereby justifying the support of volunteers.

Nonprofits

Social Enterprises :

Social enterprises can demonstrate the value they are creating by documenting their outcomes and benchmarks on the Web in open, standard, machine-readable StratML format, thereby justifying the support of volunteers.

Benefit Corporations :

Benefit Corporations (B-Corps) can demonstrate the value they are creating by documenting their outcomes and benchmarks on the Web in open, standard, machine-readable StratML format, thereby justifying the support of volunteers.

Public Agencies :

Public agencies can demonstrate the value they are creating by documenting their outcomes and benchmarks on the Web in open, standard, machine-readable StratML format, thereby justifying the support of volunteers.

Value-Added Intermediaries :

Value-added intermediaries can direct volunteers to high-value opportunities supporting their values.

33. Artificial Ignorance

Help human beings overcome their personal biases that prevent them from attending to evidence that is applicable to the realization of their objectives.

Stakeholder(s)

Human Beings :

As human beings, we are subject to many biases that shape and may distort our attention, thinking, and judgement.

Value-Added Intermediaries :

Value-Added Intermediaries can help individuals and organizational leaders understand and apply evidence that is relevant to the achievement of their objectives, including by applying artificial intelligence to discover and make salient relationships not otherwise apparent due to selective attention and information overload.

https://en.wikipedia.org/wiki/Cognitive_bias | https://en.wikipedia.org/wiki/List_of_cognitive_biases | <https://www.linkedin.com/pulse/artificial-ignorance-owen-ambur/>

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