



Anthony "Amp" Elmore

# Anthony "Amp" Elmore SAFARI 2016 Friendships Family Faith Finance Furnishings Fashions Food Fun Styled African Family Application Renaissance Initiative 1st Homecoming Celebration Republic of Kenya



1035 Semmes Street Memphis, Tennessee 38111 901 452-4330 www.homecomingcelebration.com anthony@elmorecarpets.com

Wednesday July 10, 2013

Re: Stage Craft, Optics and Public Relations

To the Safari Initiative Team:

This letter is directed to Rev. Okoth Otura and Bishop Washington. Over the past few months I dealt with the Kenyan team. While I am not out to criticize dealing with our group in Kenya, my recent visit was one of the most Challenging experiences that I have encountered in Kenya in 23 years. Let us look to bring Kenya to a 21st Century Paradigm.

Let me be clear. Kenya is out of touch with America's "Obama Nation." A 26 year old Tom Mboya represented a better Kenya in 1956 than a modern Kenya today as Kenya relate to the African American Community. Many of the actions that I experienced in Kenya during my May 2013 visit could have been "injurious" had I been one of lesser faith.

Please understand that Rev. Otura and Eric Otiende added "insult to injury" via their insisting that we continue moving on an "incompetent track." It was outright incredulous and with disbelief that this Kenyan group would insult common "social protocol" via asking me to meet with Memphis African American leaders via speculation of Sarah Obama coming to Memphis without a date. There is no way I would operate in America the way this group directed me to operate in Kenya. It is obvious to me that this group did they consider "Stage Craft, Optics and Public Relations." In the past in Kenya we dealt with Stage Craft, Optics and Public Relationships with Mr. Thomas Mwangi.

In the case of the "Republic of Kenya," Kenya former Prime Minister Raila Odinga he had at best one of the worst American public relations teams in America when it came to his connection to the Black community. Raila Odinga was a Prime a Kenya prime minister who was unable to parlay his success as a Kenya Prime Minister into notoriety and media success in America or connect with Black American citizens which was the "Tom Mboya Tradition."



On April 30, 1959 29 year old Kenya Tom Mboya was able to make the cover page of Black America's most popular magazine. In fact during his visit to America at this time he was sponsored in Atlanta, Georgia in a fund raiser hosted by Dr. Martin Luther King Jr. In the 1950's every notable African American leader in the United States knew about or supported Tom Mboya. Baseball great Jackie Robinson, Singer Harry Belafonte, and Actor Sidney

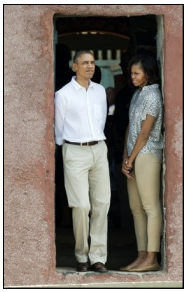
Pointier lent their names on a letter to help raise money for Kenya Students. Supreme Court Justice Marshall wrote Kenya's Constitution. Tom Mboya connected with American people. He had the support of the African American people.

For the sake of this communication I make the point that on December 7, 2007 Senator Barack Obama Jr. announced his candidacy for President of the United States of America in Springfield, Illinois. The President used "Springfield, Illinois" in order that he could connect his Presidency to Abraham Lincoln. This is an example of 'State Craft, Optics and Public Relations. Stage Craft, Optics and Public Relationships are important. We can use such methods to promote Kenya.



Places that you visit and photograph have tremendous value. Kenya Kisumu Governor Jacton Ranguma attended college in "Springfield, Illinois. Please refer to the attached letter dated December 19, 2011 from Memphis Congressman Steve Cohen to Kenya Ambassador Elkanah Odembo. Congressman Cohen asked the Kenya Ambassador to deal with Anthony "Amp" Elmore. The Congressman's letter states that Anthony "Amp" Elmore is "passionate about strengthening Cultural Relationships and trade between Kenya and the United States. This letter

is a clear endorsement and request to the Kenyan Government regarding Anthony "Amp" Elmore. While we had an endorsement from an American Congressman it was the Kenyan representative who choose not to deal with Anthony "Amp" Elmore. Please refer to another letter from Congressman Cohen regarding our proposed "Kenya Goodwill tour." Please refer to attached letter written February 13, 2003 from former Memphis Congressman Harold Ford Jr.



Just recently President Obama visited Goree Island in Senegal. Slaves were carted from this horrific place and sent to America and never returned. President Barack Obama is clear during his African visit to connect African Americans to their homeland in Africa. It was clear with Kenya leader Tom Mboya in 1956 that he connected African Americans to Africa. Thousands of African leaders visit America and non have the decency and good will to connect with their African American family. Not only do they not connect in the case of Elkanah Odembo, we got insulted and kicked in the teeth. In the case of Anthony "Amp" Elmore I have been trying for over two decades to build cultural relationships with Kenya. While I spent over \$5000 to travel to Kenya, the Kenya group lacked the "Public Relations Vehicle" that could have brought our Kenya trip to a 21st Century model. The group never considered "optics, stage craft & public relations. We actually was running about with media people offer nickel and dime bribe, such things were ridiculous.

The Republic of Kenya has a terrible image in America. Kenya's image is so terrible that it is not feasible for President Barack Obama to visit Kenya at this time. This communication is our effort to help and assist Kenya. Two U.S. Congressman wrote that we want to build Cultural and trade ties with Kenya and Africa on our behalf. Kenya rejected such proposals.

Let us deal with Stage Craft, Optics and Public Relationships. The City of Memphis, Tennessee culture and history offers the Republic of Kenya multi-millions of dollars in public relationships. In May of 2013 Anthony "Amp" Elmore historically was the 1st American businessman, community organizer to visit with Kenyan Governors. We introduced to Kenya Governors the business concept of the "Safari Initiative." The Safari Initiative is a clear cut cultural and business plan.



The Safari Initiative as with President Obama visiting Goree Island deals with Family. African Americans are citizens of America, but family to Africa and Africans. Tourism is developed via connecting African Americans to this heritage. The African American GDP is 1.1 trillion dollars. African Americans spend 44 Billion a year on travel. Since the election of President Barack Obama Jr. who has ties with Kenya not one single African American has visited Kenya and taken the "Barack Obama Heritage Tour." There is no "Official African American Heritage Tour in Kenya."

Shamefully the Republic of Kenya has not designed or promoted any African American heritage tours. Clearly Kenya has no marketing strategy to attract African Americans who travel in groups to cultural events more than any ethnic group in

America. Over 100,000 take cruises each year. The "Safari Initiative" can be a windfall for Kenya.

Again we make the point clear that African Americans travel in groups to cultural events more than any other ethnic group in America. We offer the Republic of Kenya an opportunity to join with us in a joint promotion called "The Safari Homecoming Celebration" a proposed schedule event in Nairobi, Kenya in July of 2016. We bring to the Republic of Kenya an opportunity for a cultural, business and trade and an "international showcase". Kenya does not deal in "cultural integration."

Let us move back to the subject of "Stage Craft, Optics and Public Relationships. We show how President Barack Obama use these tools. On the other hand we show how former Kenya Prime Minister Raila Odinga never used public relations tools in America. Our Memphis Congressman Steve Cohen wrote the Kenyan Ambassador and we tried to arrange for the Kenyan Prime Minister to visit Memphis, Tennessee only to get the door shut in our face. Further in December of 2011 Kenya Ambassador Elkanah Odembo visited Memphis, Tennessee and he ignored our November 2011 registered letters to his office. This Kenyan Ambassador while he came to Memphis he choose to isolate himself from the African American Community. When you compare Kenyan leaders of today to a Tom Mboya who 1st came to America in 1956 you will find that Kenya Government officials actions run counter to that of "Tom Mboya" who connected with the African American Community.

Please look at the above picture of American President Barack Obama Jr. at Goree Island. The American President clearly connects African Americans and Americans to history and culture. Now let us turn to African leaders and look at history. In 1956 Kenya leader Tom Mboya was invited to America by an organization called ACOA or the "American Committee on Africa." The AGOA organization connected Tom Mboya to the African American community. America is the largest market in the world. African Americans spend more money on travel than the total yearly GDP of the Country of Kenya. It would be wise for the Republic of Kenya to connect with the "Special target African American market." The way to "tap the African American Market " is via culture events and the development of cultural relationships with African Americans.

Please note that Memphis, Tennessee historically was the "Slave Capitol of the World." The most highly educated people in America and in Memphis, Tennessee have no idea that Memphis was "The Slave Capital of the World." Many in Memphis know that Memphis was "Cotton Capital of the world" but not the "Slave Capital of the World." We offer to the Governors of Kenya a historical and cultural tool that will connect Kenya and Kenya Governors to the annals of African American history. Iconic African American Supreme court Justice Thurgood Marshall wrote Kenya's Constitution. Tom Mboya reflected on Marshall's involvement in a 1960 letter: *"I do not know whether it will ever be enough to write letters to thank you for your good work at the London Conference. ... I am sure I speak the mind of all of us, that you were the easiest man to work with, and that any of us who had apprehension before you came were easily disarmed as soon as we met you."* Mboya wrote, *"As you yourself said, you were glad to come home, we were glad to receive you home."* Tom Mboya was a "Statesman" who worked with African Americans. Tom Mboya would have "Welcomed the Safari Initiative."



The culture of Memphis, Tennessee offers the “Republic of Kenya” a “Formal Opportunity” to renew and promote the wonderful and historic relationship that Tom Mboya established in America in the 1950’s that lead to the eventual election of Barack Obama as America’s 1st African American President.

Just as President Obama visited the Slave Castle in Ghana in 2009 and Goree Island in May of 2013, such connections are important to President Barack Obama and American people. It is important that African and Kenyan leaders visit Memphis, Tennessee the “Slave Capital of the World” and pay respect to our African Ancestors via offering a prayer and offering Black Americans a cultural pathway to Kenya and Africa to connect African Americans with their “African Ancestry.”



President Obama visiting the Slave castles in Ghana & Senegal is priceless and will be remembered in the annals of world history. The fact that we can arrange of Kenyan Governors to come to Memphis, Tennessee and pay respect to our African Ancestors too will be recorded in the annals of world history.

What is the dollar value and benefit to the Republic of Kenya that connects Kenya’s leaders to African Americans. Such a national stage translate into Multi-millions of dollars of goodwill and publicity for Kenya. Such relationships is the key to building trade and industry for both America and Kenya. Certainly such relationships will translate into billions of dollars of trade and tourism for the Republic of Kenya.

We move back to the idea of Stage Craft, Optics and Public Relations. Kenya’s “New Constitution” mandated “County States.” What better way to show and demonstrate to the world Kenya’s new “Democracy” via a few of its Governors coming to “Former slave Capital of the World” Memphis, Tennessee , joining with its citizens in Memphis, Tennessee both Black and White and saying a prayer for our “African Ancestors” at the “Auction Block” and establishing a friendship of culture and trade relationships between Kenya and Memphis, Tennessee? Connections are the way to build trade.

The value of coming to Memphis is the “Stage Craft.” Just as President Obama stood at Goree Island and took a photograph, we stage Kenya’s Governors at the “Auction Block” in Memphis, Tennessee. “Stage Craft” and “Optics” is Kenya’s Governors taking photographs at the Dr. Martin Luther King Civil Rights Museum and such images are recorded worldwide via world news organization like CNN news. More important such news stories will be reported via the “African American Press organizations. Publicity can attract “Millions to Kenya” to the “Barack Obama Heritage Tour.”

Our official organization in Memphis, Tennessee is the “Styled African Family Application Renaissance Initiative Foundation or (S.A.F.A.R.I. ) Charitable Foundation. Our mission correspond to the A.C.O.A. or the “American Committee on Africa” that invited Tom Mboya to America in 1956.

Our organization will work in concert with Republic of Kenya to arrange an official “Safari Initiative Kickoff” in Memphis, Tennessee. We will invite the “International Media” to Memphis, Tennessee where we will arrange the “ 1st African and African American Prayer Vigil” at the “Auction Block” in Memphis, Tennessee. The Governors visit will include meeting with Federal, State, City and County officials in Memphis, Tennessee. The Governors will be received officially by Memphis Congressman Steve Cohen. Tennessee State Representative G.A. Hardaway will arrange a meeting with the “State of Tennessee Officials and the “Tennessee Black Caucus.” The Kenya officials will be received by the Memphis City Mayor A.C. Wharton and various Memphis City Council members.

The Governors and hopefully Grandmama Sarah Obama will be greeted via Church, civic and community leaders. Memphis will be the headquarters and the official start of the “Safari Homecoming Celebration.” National organizations in Memphis include Dr. Martin Luther King’s S.C.L.C. , the NAACP, CORE. More important are the national religious organizations and their strong ties to Memphis. Memphis is the founding home of the C.O.G.I.C. multi-millions member organization.

In conclusion Grandma Sarah Obama and Kenya official via “Stage Craft, Optics and Public Relations translate into millions of dollars and goodwill for the Republic of Kenya. We bring to Kenya a “shovel ready plan” called the “Safari Initiative.” Just as Congressman Cohen asked the Kenyan Ambassador to work with us in Memphis we are asking specially Nairobi Governor Evan Kidero and Jacton Ranguma to come to Memphis with Grandma Sarah Obama. We also want the Kenya “Violinist” Makonde to come to Memphis, Tennessee during this time. We hope to see the Governors in Memphis.

Sincerely,

Anthony “Amp” Elmore  
President and Founder of the (S.A.F.A.R.I.) Charitable Foundation