



Allan S. Kullen *Businessman and Social Entrepreneur*



"Her name is Ester Baumgartner. Do you know her?" Allan Kullen had posed the question in a broken mixture of Hebrew and English to whomever would listen and could understand him. Alan had met Ester while on an archeological dig at Masada in the Negev, Israel. All he knew by the time they parted ways was her name and the fact that she was staying in Tel Aviv. So, after finishing his work, he decided he would try to find her. He hitchhiked his way to Tel Aviv and, despite all odds, found her.

It was not just Ester that Allan found, however. "The odds were none to none that an American speaking Hebrew very poorly could venture to a foreign city and find some girl he met for two weeks on a mountaintop while knowing only her name. If I could accomplish this, I realized I could probably do anything I wanted in life," he recalls.

Allan was born in Washington, DC, on February 20, 1942 to Eunice (Stallard) and Sol Kullen, both originally from Baltimore, MD. He grew up in the DC metropolitan area. His father had built a successful career in the printing industry, so Allan chose to attend the Carnegie Institute of Technology (CIT) in Pittsburgh, PA, after graduating from high school in 1959. CIT was transitioning toward a new academic structure, later becoming Carnegie Mellon University, and he soon learned that his was to be the last graduating class in the printing school.

Allan was given great flexibility with his schedule and took advantage of that opportunity by becoming very involved in campus activities. He graduated in 1963, receiving the Fred Hagen, Sr., Award, given to the student with the highest scholastic standing in the School of Printing Management.

Feeling the need to gain additional business training, Allan entered a two-year MBA program at the University of California, Berkeley. During his first year, he met representatives of NBBS, a Dutch travel organization that organized student trips to Europe. He began to work with them, starting by pulling out a daily newspaper for the eight-day crossing by sea. He also accepted an internship as a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. He worked on the NBBS ship to gain passage back to the United States and, after returning home from this eye-opening experience, chose to enter the workforce rather than resume his schooling at Berkeley.

He began his career as marketing director for his father's firm, Kaufmann Press, Inc. When his father's company was acquired by a public company, Publisher's Company, Inc. (Pubco), he went to work for Pubco, initially assisting with its acquisitions program and subsequently finding a more challenging niche in its publishing division. He was responsible for the development and production of the 10-volume International Library of Afro-American History and, later, the revision of The New American Encyclopedia, which was done in partnership with Mondadori Publishing in Italy.

When Pubco began to fail, he realized he needed to build a future where he could better control his own destiny, especially since he was now married to the former Diane Klein and they had two children, Allison and Todd. Returning to what he knew best, in 1974, he acquired the assets of a struggling printing company whose owners were in default with their bank and formed Todd Allan Printing Co., Inc., which he ran until 2013. During that period, he grew the company through internal sales and roll-up acquisitions of eight smaller firms, merging them into his company. At its peak, Todd Allan had \$16 million in annual sales and 127 employees. In 1967, he obtained a patent for "prints having continuous tone gradation that could produce original pieces of art from commercial printing plates." In 1962, with the collaboration of 15 local and national printing suppliers, he published The Practical Graphic Arts Guide, a 700-page compendium of expert technical advice for print buyers.

While working at Pubco, Allan observed that some of his large printing vendors also owned educational properties as sidelines to make up for periods of slow commercial sales, and he brought that manufacturing strategy to Todd Allan. He set up his own publishing company in the early 1980s by buying a program called The First Experience, which featured photographs and texts on the contributions that immigrants made to the nation's development when they came through Ellis Island. At the same time, he was printing for the Coordinating Committee for Ellis Island, a nonprofit group focused on the same topic. This action rekindled the passion generated by his travels abroad, and he founded and became president of the People of America Foundation and became co-developer of its signature resource program, Americans All.

The program consisted of printed texts and recordings, period-specific posters and photographs, and simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer Dr. Gail C. Christopher. Although Americans All was well received by the education community, its appeal was limited to classrooms devoted to teaching social studies. With the national emphasis shifting to support STEM programs, his foundation could not secure investors to meet its goal of making these instructional resources available to the nation's 135,000 public and private K-12 schools and 800,000 households.

Allan responded by forming a marketing and operations entity, the Americans All Benefit Corporation. To gain the revenue needed to meet the foundation's goal, he focused his efforts on one of the program's main elements—the Heritage Honor Roll. Under the new structure, Americans All has become a Social Legacy Network that "connects the dots between life, legacy, and nation and the American Dream."



Make a Difference, Get Involved TODAY!

Register for Americans All to create and permanently share a legacy story—
[CLICK HERE](#)

Upgrade your membership in our Americans All program to include our Social Legacy Network so you and your family can receive additional benefits—electronic access to K-12 social studies resources, a membership in College Save, e-newsletters and a membership card for discounts from our program partners—
[CLICK HERE](#)

Create a User Account for Americans All to become a point of contact for your group, business or organization can become a Legacy Partner for free —
[CLICK HERE](#)

Create a User Account for Americans All to become a point of contact, so your school can access instructional resources for free —
[CLICK HERE](#)

See a one-page graphic overview of our initiative —
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As part of their one-time \$49 registration fee (or by using a Legacy Partner Promo Code), Americans All members can shorten their legacy story to include up to 500 words and print it in an 8½" x 11" format. This version can include a portrait or an image and up to two member logos. It can also be updated at any time.

Print Version



A Champion for Social History

Allan Kullen
Businessman and Social Entrepreneur
February 20, 1942 -

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To gain more business training, Allan then entered an MBA program at the University of California, Berkeley. During his first year, he met representatives of NBBS, a Dutch travel organization that organized student trips to Europe, and began putting out a daily newspaper for the eight-day crossing by sea. He also accepted an internship as a consultant for a printing company in Amsterdam. That fall, rather than returning home, he traveled extensively where, for the first time, he recognized the contributions that diverse cultures make to world history. Allan subsequently decided to enter the workforce rather than resume his schooling at Berkeley.

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Drawing inspiration from his extensive travels and reinforcing his interest in history, Allan then founded and became president of the People of America Foundation and became co-developer of its social studies resources program, Americans All. The program includes printed texts and recordings, period-specific posters and photographs, and simulations and teacher's guides, all developed by a team of scholars led by Americans All co-developer Dr. Gail C. Christopher. More recent program components support excellence in social studies instruction by increasing access to high-quality resources for classrooms and professional development opportunities for teachers.

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