

HeroByApp™ Community Heroes Program

Local Honor • Global Impact

CEREMONY RUNDOWN & FOUNDER REMARKS

Inaugural Ceremony — Indiana

Honoring Sergeant Major Mary L. Aurtrey (Ret.)

Certificate #HBA-2026-0001

Wednesday, July 29, 2026

Office of Congressman André Carson — Indiana's 7th Congressional District

Indianapolis, Indiana — Inaugural State Capital

Prepared for Jerome Mark Mikulich

Founder & CEO — CityByApp™ Inc. x ByApp.ai

1. Ceremony Overview

EVENT SUMMARY

Date: Wednesday, July 29, 2026 | Venue: Office of Congressman André Carson, Indianapolis, IN
Format: Intimate ceremony (15–35 attendees) | Duration: 45–60 minutes
Honoree: Sergeant Major Mary L. Aurtrey (Ret.) — HeroByApp™ Founding 50 Honoree
Certificate: #HBA-2026-0001 | Service Distinction: Veteran (U.S. Army, Ret.)

1.1 Attendee Categories

- **Government Representatives:** Congressman André Carson and staff; Governor's office representative (TBC); State senators and representatives; Indianapolis Mayor's office / City-County Council representative(s)
- **The Honoree:** Sergeant Major Mary L. Aurtrey (Ret.), family members, and close friends
- **Organization Leaders:** One representative from each of Mary's 15 affiliated organizations (or as many as can attend)
- **CityByApp™ Team:** Jerome Mark Mikulich, Founder & CEO (speaker/presenter)
- **Media (Optional):** Local press, photographer, videographer

1.2 Materials Checklist

The following items must be prepared and transported to the venue:

- Framed Award Presentation (Certificate of Honor + Community Hero Medal + Letter of Legacy)
- 15 framed Recognition Certificates for affiliated organizations
- Virtual Key Certificate prints (State of Indiana, Indianapolis, Sumter SC, Pinewood SC)
- Sister Cities Virtual Key Certificate prints (11 certificates)
- State Certificate for Governor's office (if representative attends)
- Certificate of Civic Partnership for Congressman Carson
- Easel / display stand for framed award
- Podium or speaking position with microphone (if available)
- Program cards / printed agenda for attendees
- Photography setup (backdrop with CityByApp™ / HeroByApp™ banner if available)

2. Ceremony Timeline

The following is the recommended order of events. Total duration: approximately 45–60 minutes.

TIME	DUR.	SEGMENT	SPEAKER	NOTES
10:00 AM	15 min	Arrival & Registration	Staff	Guests arrive, sign in, light refreshments. Display framed award on easel.
10:15 AM	3 min	Welcome & Opening	Carson Staff	Host welcomes guests, sets the tone, introduces Congressman Carson.
10:18 AM	5 min	Host Remarks	Cong. Carson	Congressman speaks briefly about service, community, and the significance of today.
10:23 AM	1 min	Transition	Carson Staff	"It is my pleasure to introduce Jerome Mark Mikulich, Founder & CEO of CityByApp."
10:24 AM	7 min	Founder Remarks	Jerome	Main speech (see Section 3). Builds from Mary's story to Founding 50 to national vision.
10:31 AM	3 min	Award Presentation	Jerome	Present framed Certificate of Honor, Community Hero Medal, and Letter of Legacy to Mary.
10:34 AM	3 min	Virtual Key Presentation	Jerome	Present Virtual Key certificates: State, Primary City, Legacy Cities. Explain each scope.
10:37 AM	5 min	Organization Recognition	Jerome	Call each org leader forward, present Recognition Certificate. Brief handshake + photo.
10:42 AM	2 min	Civic Partnership Certificate	Jerome	Present Certificate of Civic Partnership to Congressman Carson for hosting.
10:44 AM	2 min	Governor's Office (if present)	Jerome / Gov Rep	Present State Certificate to Governor's representative (or note it will be delivered).
10:46 AM	3 min	Mary's Response	Mary Aurtrey	Mary speaks briefly. No pressure on length — this is her moment.
10:49 AM	1 min	Closing	Jerome	30-second close (see Section

				3.2). Thank everyone.
10:50 AM	10 min	Photos & Media	All	Group photos, individual photos with Mary, media interviews if press present.
11:00 AM	15 min	Reception & Mingling	All	Informal conversation, networking. Mary can meet with org leaders privately.

Total ceremony time: ~50 minutes (10:00 AM – 10:50 AM). Reception extends to ~11:15 AM.

PRESENTATION ORDER — WHAT GOES TO WHOM

1. Mary L. Aurtrey → Framed Award (Certificate of Honor + Medal + Letter of Legacy) 2. Mary L. Aurtrey → Virtual Key Certificates (State, Primary, Legacy) 3. Each Org Leader → Recognition Certificate (up to 15) 4. Congressman Carson → Certificate of Civic Partnership 5. Governor's Rep → State Certificate + Virtual Key (if present) 6. Sister Cities Virtual Keys → Noted verbally; physical certificates mailed to each sister city office

3. Founder Remarks

Estimated delivery time: 5–7 minutes. Written for a public setting at Congressman Carson's office, 15–35 attendees. Apolitical, emotionally grounded, strategically clear.

► *SPEAKER NOTE: Pause after the first line. Make eye contact with the room. Speak slowly.*

3.1 Main Remarks (5–7 minutes)

Good [morning/afternoon], everyone.

First, thank you to Congressman André Carson and his office for hosting us here in Indiana's 7th Congressional District. Congressman, we appreciate your leadership and your willingness to recognize what today represents: not just an award ceremony—but a moment of civic unity, gratitude, and purpose.

Thank you to the leaders and guests here today—city leadership, community organizations, Mary's family and friends, and everyone who believes that service still matters.

My name is Jerome Mark Mikulich. I'm the Founder and CEO of CityByApp and ByApp.ai. And I'm here for one reason: to honor a remarkable woman—Mary L. Aurtrey.

► *SPEAKER NOTE: Pause. Look at Mary.*

Mary, today is about you.

We live in a time when people are hungry for something real—real leadership, real service, and real character. Mary represents all three.

She served our country for 22 years, retiring as a U.S. Army Sergeant Major. She carried responsibility, discipline, and courage through some of the most defining eras of modern history. But what makes her legacy extraordinary is what happened after the uniform.

Mary didn't stop serving. She redirected her leadership into the lives of other people.

She has lifted women professionally through Women In Networking. She has supported veterans and families in need. She has given years of her life to youth development and volunteer work. She has used her influence not to elevate herself—but to elevate others.

► *SPEAKER NOTE: Pause. Let this land.*

That is what a Community Hero is.

HeroByApp—our Community Heroes program—exists to make sure people like Mary are not thanked quietly and forgotten later.

This program is designed to do three things:

First, to honor a hero publicly and permanently—by name—so that service is recognized with dignity. Mary is the first of fifty. She is a HeroByApp Founding 50 Honoree—and her name is permanently woven into the origin story of this platform. She does not rotate. She is not replaced. She is a founder.

► *SPEAKER NOTE: This is new language aligned with the Founding 50 framing. Emphasize "first of fifty" and "founder."*

Second, to support the organizations that hero cares about—because recognition is meaningful, but impact is measurable. Today we are presenting Recognition Certificates to fifteen organizations that Mary is affiliated with—her organizations—each receiving verified platform access and tools to reach more people, raise more support, and strengthen outcomes.

Third—and this is where today becomes bigger than the room we’re in—we activate what we call Virtual Keys.

A Virtual Key is both symbolic and practical. It represents access, participation, and civic connection.

Today, we are issuing Virtual Key certificates in Mary’s name for the State of Indiana, for Indianapolis—her primary home—and for her legacy hometown connections in Sumter and Pinewood, South Carolina. That means her story and legacy connect every place she has lived, served, and helped build.

► *SPEAKER NOTE: Gesture toward the framed award on display if visible.*

In addition, we are initiating a Virtual Key to the State of Indiana through statewide leadership—because done correctly at the state level, this creates a pathway that can benefit every county, every district, and every community across Indiana, including the communities represented here in the 7th District.

And at the local level, Indianapolis sits within Marion County, so this effort also aligns naturally with county-level civic connection and community visibility.

But we're not stopping at that.

Because Indianapolis isn't just a city—it's a capital, a civic anchor, and a global connector. Indianapolis has eleven sister cities around the world. So today, Mary's recognition also activates a sister-city extension—because the best way to create peace and cooperation isn't through speeches alone.

It happens when communities see each other, honor each other, and participate in shared civic connection—at the human level.

► *SPEAKER NOTE: Slow down here. This is the tagline moment.*

That is why our program is called: Local Honor. Global Impact.

Now I want to be very clear: today is not political. We are not here for ideology. We are here for something higher than politics: community, service, unity, and respect.

And what we're building is designed to outlast the news cycle.

CityByApp is civic infrastructure. It's a way for communities to connect—governments, nonprofits, businesses, and citizens—through one unified system. When communities can share trusted information, promote community events and resources, support nonprofits, and engage people directly, the entire civic fabric becomes stronger.

And that's the legacy piece.

Mary, your recognition isn't a moment—it's a permanent civic legacy. Your name will be tied to a platform built to strengthen communities for years to come—helping more people connect to their city and to each other in ways they have never been able to before.

Finally, I want everyone to understand what this launch represents.

We are beginning a national initiative—the Founding 50—focused on honoring one hero in each state capital. Fifty heroes. Fifty states. One platform everyone can trust. That is how you scale civic impact quickly and credibly. One hero. One capital. One civic activation. Repeated across the country.

► *SPEAKER NOTE: This replaces the older "heroes become catalysts" line with the Founding 50 framing used across all materials.*

Mary, thank you for your service. Thank you for your courage. Thank you for the way you've lived your life—lifting others. Today we honor you, and we commit to carrying your legacy forward.

► *SPEAKER NOTE: Pick up the framed award. Walk to Mary.*

It is my honor to present you with the HeroByApp Founding 50 recognition.

[Present framed Certificate of Honor, Community Hero Medal, and Letter of Legacy to Mary. Handshake or embrace. Pause for photos.]

[Then present Virtual Key certificates one by one, explaining each scope: State, Primary City, Legacy Cities.]

[Then call organization leaders forward one at a time for Recognition Certificates.]

3.2 Optional 30-Second Close

Use this after all presentations are complete and before transitioning to photos. Delivers a final emotional beat.

► ***SPEAKER NOTE:** Stand next to Mary. Speak to the room.*

Mary, your life proves something simple: one person's service can echo across generations. Today we're not just celebrating what you've done—we're building a lasting bridge between the communities you've touched and the people who will come after you. Local honor. Global impact. Thank you.

3.3 Media Soundbite (10 seconds)

If press asks for a one-liner, use this:

"We're honoring Mary Aurtrey as a HeroByApp Founding 50 Honoree and using her recognition to activate civic connection across Indiana, her legacy hometowns, and eleven sister cities worldwide—so local service creates lasting community impact at scale."

3.4 Changes from Original Script

The following updates were made to align the speech with current program language:

- **"HeroByApp Community Heroes recognition"** → "HeroByApp Founding 50 recognition" — aligns with certificate title.
- **Added "First of fifty" language:** Mary is explicitly identified as a Founding 50 Honoree whose place is permanent. This matches the cert, white paper, and website.
- **Added "Fifty heroes. Fifty states.":** Replaced the generic "catalysts/bridges" close with the Founding 50 tagline used across all materials.

- **Added “fifteen organizations”:** Specific count of affiliated organizations being recognized, matching the certificate and Letter of Legacy.
- **Added “eleven sister cities”:** Specific count matches the certificate.
- **“State of Indiana” Virtual Key:** Explicitly named in the speech to match the cert’s Virtual Key Certificates section.
- **Kept intact:** The emotional arc, pacing, apolitical framing, and structural flow are unchanged. The core speech is the same — only terminology was updated for consistency.

4. Protocol & Logistics Notes

4.1 Seating & Positioning

- Mary and her family seated front row, center.
- Organization leaders seated together (they'll be called forward during the ceremony).
- Government representatives seated in a reserved section near the front.
- Jerome positioned at the podium/speaking area with the framed award on a nearby easel.
- Media/photographer positioned to the side with clear line of sight.

4.2 Presentation Flow

When presenting certificates, Jerome should:

- Call each recipient by full name and organization.
- Hand the certificate with a firm handshake.
- Pause for a photo with each recipient (2–3 seconds).
- Keep commentary brief per certificate (“This is for [Org Name], recognizing your connection to Mary and your service to this community.”)
- Do NOT rush through 15 org certificates — each one matters. Budget 15–20 seconds per certificate.

4.3 If the Governor’s Office Cannot Attend

If the Governor’s representative cannot attend, Jerome should briefly note:

“We have also prepared a State Certificate and Virtual Key for the Governor’s office, recognizing Indiana’s role as the inaugural state in this national initiative. We will deliver this to the Governor’s office following today’s ceremony.”

4.4 Sister Cities Protocol

The 11 Sister Cities Virtual Key certificates are mentioned in the speech but NOT presented individually at the ceremony. They are:

- Noted verbally during Jerome's remarks.
- Physically mailed or delivered to each sister city's municipal office after the ceremony.
- Documented in the post-ceremony press release.

4.5 Post-Ceremony Deliverables

- Press release distributed to local and state media.
- Photos uploaded to CityByApp™ platform and HeroByApp™ archive.
- Sister Cities certificates mailed to 11 international offices.
- Governor's State Certificate delivered (if not presented at ceremony).
- Thank-you notes sent to Congressman Carson's office, Mary, and all org leaders.
- HeroByApp™ website updated with ceremony photos and Mary's profile.