MAHARISHI UNIVERSITY OF MANAGEMENT
UNIVERSITY REPORT
2012-2013

RENOUNED FILMMAKER
David Lynch lends name
to new MA in film

DETAILED CAMPUS PLAN
prepares MUM for short-
and long-term future

THE REALITY
of higher states of
consciousness

NAT GOLDHABER, THE MAN WHO PROPOSED MAHARISHI INTERNATIONAL UNIVERSITY

SENATOR HARKIN SHOWS APPRECIATION FOR MUM EDUCATION
This is how life has to be lived, without pressure of any tension or negativity. This is education. This is Consciousness-Based education. You practice Transcendental Meditation and take the mind to that level of silence from where total Natural Law, infinite organizing power of Natural Law is ready to pick up your thought and instant fulfillment of the thought takes place.

That is Vedic education, that is Consciousness-Based education, that is worthwhile education. The life is too precious to have education [be] employment-based education. Employment-based education means slavery. Mastery means rising to one’s own dignity where all possibility is waiting for us to become a daily living reality, living reality.” — Maharishi Mahesh Yogi

FOR MORE INFORMATION ON THE TRANSCENDENTAL MEDITATION TECHNIQUE, VISIT TM.ORG.

MESSAGE FROM OUR FOUNDER

Our University Report comes to you a little late, due in part to the retirement of our extraordinary designer, Shepley Hansen, who served the University for 30 years. His designs were world-class, and he has been difficult to replace. We searched widely for a new designer before discovering a good replacement in MUM faculty member Gabe Romero. In this issue we look back at the founding of the University some 43 years ago, as well as look ahead 20–30 years in the article about our new master plan.

The retrospective article was occasioned by our bestowing an honorary doctorate on Nat Goldhaber, who at the young age of 22 was the first to propose a University based on Maharishi’s knowledge, and who then helped launch our beloved institution. We tell the story of how he got the idea and how he and Keith Wallace and other youngsters worked with Maharishi and various official bodies to bring Maharishi International University into being.

That article is followed by an article showing some of the details of the master plan we’ve been working on for several years. Thanks to your generosity, we’ve enjoyed the extensive reconstruction of campus the last 15 years. And as we continue to construct more buildings, we want to make sure everything fits into a coherent vision. Our goal is to create a beautiful campus that draws students and is totally in accord with natural law. Even as we focus on the material side of campus, we are also pleased to present an article that features the beautiful inner progress that has been made over the decades. We’re happy to share with you some of the experiences of higher states of consciousness being enjoyed by participants on the Invincible America Assembly that has been ongoing since 2006. Maharishi said these experiences were the culmination of all his 50 years of efforts to bring this knowledge to the world.

Also, we’re excited about the news we report in our article on Robert Schneider’s years of research on the ‘Transcendental Meditation’ technique and cardiovascular health. The American Heart Association recently released an official statement on alternative approaches to lowering blood pressure, and the Transcendental Meditation technique was among the recommended approaches. This recognition is a major milestone. We also again have an article about my world tour, visiting the Movement leaders in many countries and seeing the increasing vitality of their activities there. It’s always a special joy to visit Consciousness-Based schools.

As always, we appreciate you, because it’s your generosity that makes this all possible.

Dr. Bevan Morris

MESSAGE FROM OUR FOUNDER

CAMPUS NEWS
4 | Senator Harkin gives commencement address “highest respect and admiration” for MUM
6 | MBA teams tops in world business competition
8 | Smithsonian magazine highlights Fairfield
9 | $105,000 grant for renewable energy
10 | International partnerships expand
11 | Five new online programs

ACHIEVEMENTS
40 | Student Achievements
42 | Maharishi School Achievements
44 | Faculty Achievements

FROM THE DEVELOPMENT OFFICE
46 | Our Supporters
59 | Alumni News

FEATURES
12 | Filmmaker David Lynch lends name to new MA in film
14 | The man who proposed Maharishi International University: Nat Goldhaber awarded honorary doctorate
20 | MUM prepares for the future
24 | American Heart Association recommends Transcendental Meditation
27 | The reality of higher states of consciousness
32 | Troy Van Beek: From Navy SEAL to successful alum
34 | President Bevan Morris, global ambassador
38 | “Real World” projects help Middle School students learn

UNIVERSITY REPORT 2012–2013
Senator Tom Harkin’s 2013 commencement address delighted listeners with humor, wisdom, and a deep appreciation for Maharishi University of Management.

He began by quipping, “I realize I was probably selected to be your speaker today because Oprah wasn’t available,” and then expressed his deep appreciation for MUM’s approach to education. “I do want you to know of my highest respect and admiration that I have for this university, for what you have done, what you have become here in Iowa, the nation, and the world,” he said, “and especially for what I consider to be the best holistic approach to education and wellness in life at any university anywhere . . . .”

He reassured the graduates they would find a job. “My confidence is based on one thing — because you came to the right school. I have nothing, as I said, but admiration for what this university has accomplished in such a short period of time. In a unique way you have put the ‘higher’ in higher education.”

He also said the Transcendental Meditation technique is important to their success. “At this university, education is also about training, focusing, freeing the mind. It’s about raising consciousness. Here you have been beautifully prepared intellectually and spiritually for all the challenges you will face in the world out there, so you should go forth with confidence.”

He emphasized that knowing who you are is important to success and happiness. “Most of the people who I have known who have been both successful and happy are those who know themselves — who they are,” he said. “This university has taught you to have the mental strength to transcend the vicissitudes of life, to know yourself. It prepared you well for that outward journey.”

Senator Harkin has served in the Senate since 1985 and served in the House of Representatives from 1975–1985. He chairs the Senate Committee on Health, Education, Labor and Pensions and is the seventh most senior Senator overall. He visited campus on two previous occasions, including consulting the faculty regarding MUM’s prevention-oriented wellness program. MUM graduated its largest class ever — 334 students altogether, with 83 students receiving bachelor’s degrees, 247 receiving master’s degrees, and 4 receiving doctoral degrees. Graduating students represented 54 countries, with 82 US and 64 Ethiopian students leading the way.
CAMPUS NEWS

MBA TEAMS TOP THE WORLD IN BUSINESS COMPETITION

MBA teams from MUM were the tops in the nation and the world in a business simulation competing with teams from schools such as the University of Maryland, Villanova University, the University of Texas – Dallas, the University of Indianapolis, and Drexel University, as well as schools from Mexico, Canada, Switzerland, the UK, and Thailand.

Four MUM teams finished in the top 10 of 103 MBA teams who participated in the CAPSIM Foundation simulation for the six-month period ending July 25, including first, second, sixth, and ninth places.

This is the fourth consecutive year in which MUM’s MBA Accounting Professionals students have placed at least one team in the Top 10. Two years ago an MUM team finished #1 out of 135 teams.

The students said their successes were the result of well-integrated decisions concerning product pricing, building customer awareness, product innovation, automation of production facilities, controlled expansion of capacity, cost control, training and development of personnel, and sound financing strategies.

The simulation results are scored based on formulas for both short-term and long-term performance metrics.

The total score earned by each team was the basis of comparisons to other MBA teams that participated in the Foundation Simulation during the previous six months.

SMITHSONIAN RANKS FAIRFIELD 7th BEST SMALL TOWN

In April Smithsonian magazine selected the 20 best small towns to visit in 2013, with Fairfield ranking #7 on their list.

All 20 were featured on the Smithsonian website, and the April issue of Smithsonian magazine featured the top 10. The article talked about Maharishi University of Management (MUM) and included a photo of the group meditation in the men’s Golden Dome.

The article highlights the highly creative entrepreneurial community, and notes the role played by MUM:

‘Fairfield could stand as a case study from The Rise of the Creative Class, Richard Florida’s book on the link between educated populations and economic development. Fairfield got the one when the college opened its golden domes, drawing accomplished people who saw its sweetness; it got the other when they started dreaming up ways to stay,’ said mayor (and meditator) Ed Malloy.

The article also notes the wide range of cultural offerings, including the galleries, Art Walk, Sondheim Theater, and the varied architecture of the city. It closes by mentioning the focus on sustainability, including Abundance Ecovillage.
Numerous renowned experts traveled to campus this past year to give presentations as part of the new Distinguished Lecture Series, including NASA engineer Elsa Jensen, ecological city designer Richard Register, TV personality and health expert Dr. Pamela Peeke, environmentalist and Greenpeace board member Tom Newmark, biologist and author Jonathan Yavelow, Bhutan official and organic expert Appachanda Thimmaiah, and entrepreneurs Brendon Burchar and Joe Polish.

In May, in response to a wide interest in this new series, MUM TV was launched to live stream the presentations. (See www.mum.edu/mumtv.) Archives of five of the talks are available, including those by Richard Register and Jonathan Yavelow, and future talks will continue to be streamed and then archived.

Maharishi University of Management (MUM) has been attracting distinguished people in many professions for years, and frequently they’re invited to give talks, said Craig Pearson, executive vice-president. So MUM gave an overall framework for these talks, calling it the Distinguished Lecture Series. The events are held in Dalby Hall and are free and open to the community.

“In the past couple of years we have had an incredible range of speakers,” Dr. Pearson said. “The University attracts outstanding, innovative leaders at the forefronts of their fields. They enjoy sharing their knowledge with our community and appreciate how our Consciousness-Based approach to education illuminates what they do.”

Those systems include a 10-kilowatt wind turbine, 12 kilowatts of solar panels, solar thermal tubes for heating the building, and a geothermal system, all of which were covered by the grant. In its first year of operation, the building created 30% more energy than it used. The excess energy that the building’s renewable energy system creates goes back into the campus grid and is used to help power other campus buildings.

MUM’s focus on sustainable energy also got a boost this past year when Steve Fugate, former director of the Iowa Renewable Energy Association and an expert on biodiesel fuel, joined staff to manage the campus biodiesel project and help implement a plan to use massive solar arrays to provide all the electricity on campus.

Mr. Fugate said that biodiesel fuel is a high priority of the campus sustainability initiative, because it both saves money and helps the environment. The campus project entails taking used vegetable oil from the Argiro Student Center kitchen and from The Raj health spa and turning it into environmentally beneficial transportation fuel used in campus buses and faculty and student automobiles.

He is also playing a major role in developing a plan to power all of campus through a massive solar array that would produce from 3–5 megawatts.
MUM EXPANDS OFFERINGS IN CHINA AND SOUTH AFRICA, PARTNERS WITH BHUTAN

In the fall of 2012 Maharishi University of Management enrolled 28 students in South Africa at its sister institution, Maharishi Invincibility Institute (MII) in Johannesburg. And in January 2013, MUM signed an agreement with Beijing Union University — MUM’s fifth partner in China.

The students in South Africa take courses taught by MUM faculty via videoconferencing. They complete the first part of their BA in management taking courses locally at MII and then complete their BA as registered MUM students.

Since May 2011 MUM has also been teaching undergraduate and graduate business courses to 34 students through a project for Neotel, a South African telecommunications company. This project is also a partnership with MII. Live videoconference classes connect simultaneously to Neotel offices in Midrand, Johannesburg, Capetown, and Durban.

MUM’s new China partner, Beijing Union University, has 30,000 students, including 1,000 foreign students, and 1,800 faculty among 13 campuses in Beijing. Under the collaboration agreement, MUM students will have the opportunity to study in China for up to a year, taking classes taught in English or in both Chinese and English. And undergraduate students at BUU can spend up to two years at MUM as part of their degree.

Taking a full two years of courses allows them to earn a “dual degree” — a prestigious degree in China that means that they have officially graduated from both universities. If they do fewer than two years, they earn a single degree. Some students will be enrolling in MUM’s graduate programs.

MUM is also exploring a partnership with the Himalayan Kingdom of Bhutan. President Bevan Morris visited the country in January of 2013 and met with officials. In May Dr. Appachanda Thimmiah from the Ministry of Agriculture in Bhutan visited campus and taught a course on Biodynamic and Vedic Organic Agriculture. MUM faculty are planning to teach a course in Bhutan next June, taking MUM students there and possibly students from other universities.

NEW ONLINE PROGRAMS INCLUDE MANAGEMENT INFORMATION SYSTEMS

“...a discipline that teaches students to deal with business issues, processes, strategy, security, project management, resiliency, and data analysis.”

In this digital era, MUM is making strides toward offering a range of programs online, with three new programs now under way: MA in Maharishi Vedic Science, a certificate in Management Information Systems, and a master’s in Business Administration. Plus, an online MS in computer science is also in the works.

Of the new online programs, Management Information Systems (MIS) is the only one that’s a completely new offering from MUM. The impetus was the ever-increasing role of information technology in organizations. Students who complete the 18 credit hours over a period of two to four semesters earn a graduate-level certificate in MIS.

The program is intended for those who are programmers or who have technical experience. The training will enable them to become managers, directors, and chief information officers.

According to Anil Maheshwari, an experienced MIS professional who is directing the program, the discipline of MIS teaches students to deal with business issues, processes, strategy, security, project management, resiliency, and data analysis.
The David Lynch MA in Film launched in the fall of 2013, offering talented, experienced master’s students the opportunity to develop a major project while working with film professionals — including feedback from the renowned filmmaker himself.

David Lynch, who has practiced the Transcendental Meditation technique for more than 30 years and is a Trustee of the University, is enthusiastic about Consciousness-Based education and eagerly lent his name to the new MA. He has visited campus a number of times and on one occasion met with students and viewed some of their projects. As part of the students’ program he will meet with them in person in two question-and-answer sessions as well as in periodic Skype sessions.

David Lynch, who has practiced the Transcendental Meditation technique for more than 30 years and is a Trustee of the University, is enthusiastic about Consciousness-Based education and eagerly lent his name to the new MA. He has visited campus a number of times and on one occasion met with students and viewed some of their projects. As part of the students’ program he will meet with them in person in two question-and-answer sessions as well as in periodic Skype sessions.

David Lynch, who has practiced the Transcendental Meditation technique for more than 30 years and is a Trustee of the University, is enthusiastic about Consciousness-Based education and eagerly lent his name to the new MA. He has visited campus a number of times and on one occasion met with students and viewed some of their projects. As part of the students’ program he will meet with them in person in two question-and-answer sessions as well as in periodic Skype sessions.

Dr. Lynch was involved in the program even before it began, selecting the winner of a film competition among entering students. The winner, Kinga Kulscar, received a full tuition scholarship. The remaining five finalists received $5,000 toward their film projects during the MA program.

Faculty in the program include BBC filmmaker Stuart Tanner (The Mahogany Trail, Saving the Disposable Ones), Gurdy Leete (a specialist in animation and new media), and teaching assistant Cullen Thomas (Wormtongue Nation, The Vindication of Ronald Clay).

FEATURES

NAT GOLDHABER, THE MAN WHO PROPOSED MAHARISHI INTERNATIONAL UNIVERSITY, AWARDED HONORARY DOCTORATE

In the fall of 1970, 22-year-old Nat Goldhaber was deep in the practice of Transcendental Meditation when a thought came up: we should start a university centered on Maharishi’s knowledge. It would include traditional subjects but be taught in the context of a new discipline being developed by Maharishi called the Science of Creative Intelligence™.

The more he thought about it, the more excited he got. He was in Chicago at the time, teaching the Transcendental Meditation technique to hundreds of people. But he quickly left and headed to Estes Park, Colorado, where Maharishi was offering a Transcendental Meditation Teacher Training course.

He had been working closely with Maharishi since the age of 17, so he was able to meet with Maharishi right away. He excitedly told Maharishi about his idea for a university, and Maharishi said, “Good idea. Go do it.”

Maharishi University of Management, now in its 43rd year, honored Nat Goldhaber at the 2013 commencement ceremony with an honorary doctorate not only for his inspired idea but also for the extensive work he did to help make it happen.

“No inspiration I ever had could come close to the realization of this institution,” Nat said in receiving his award.

That’s a significant statement given his extraordinary record of success in the business world, including a networking technology company that he sold for $20 million in 1987 and an Internet marketing and payment company that he sold for $160 million in 1999.
The planning begins

Having gotten Maharishi’s approval, Nat continued to develop the idea and subsequently wrote Maharishi a letter in which he laid out his ideas in detail. Again, Maharishi was enthusiastic.

Nat and the young researcher Keith Wallace had worked closely together and had been good friends since Dr. Wallace founded the Students International Meditation Society chapter at University of California at Los Angeles in 1965 and Nat founded the UC Berkeley chapter in 1966. Nat shared his idea with Dr. Wallace early on, and in the summer of 1971 they were both at a large SCI symposium being held at the University of Massachusetts at Amherst that they had helped organize. Nat again brought up the idea to Maharishi.

Discussions began in earnest. A small group of those who worked closely with Maharishi began outlining with him what such a university would be. Various names were suggested, and eventually they settled on Maharishi International University (which was changed to Maharishi University of Management in 1995).

Graphic artist Lawrence Sheaff then took the ideas that had been outlined and created a two-page brochure about Maharishi International University. The idea was starting to take shape.

Once the brochure was done, serious planning began toward offering classes. Not only did the group want to start a university, they wanted it to be accredited, and to be able to offer federal financial aid. Much work remained to be done.

Picking a president and vice-president

After the Amherst symposium, the venue shifted to Humboldt, California, where Maharishi offered another Teacher Training course. Nat began focusing on the details of accreditation. And planning got to the point where it was time to start thinking of who would be president.

Nat and Dr. Wallace worked on a list of candidates and met with Maharishi. As they were discussing the names of experienced educators who seemed as though they would be well suited to the position, Dr. Wallace began to get the uneasy feeling that it would be challenging to find someone willing to do it because starting a university is a huge job. Plus, those they were discussing were already in mid-career at other universities.

Dr. Wallace said to Maharishi, “It’s going to be a very hard job. I don’t think anyone we’re discussing will want to take it on.” Maharishi replied, “You would like to be president?”

Though the thought had never occurred to him, and though he had just expressed the challenges to Maharishi, he immediately said yes. “I was thrilled,” he says.

At age 26, Dr. Wallace became the president of a new university. Nat, then 23, was named executive vice-president. “When you’re so young, and with Maharishi, there are no boundaries,” Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”

MIU begins in Fiuggi

The fall and winter of 1971 and 1972, Maharishi was in Majorca to lead a Teaching Training course, and it was during this period that the most intense planning took place.

Initially the idea was to make it an international university, meaning that courses such as Teacher Training that were being offered at various venues in Europe and elsewhere would become credit-bearing toward a degree in inter-disciplinary studies.

Dr. Wallace says. “With Maharishi it was easy. He guided us through the whole thing.”
Everything went well. They had reviewed Nat’s report and checked the paperwork and transcripts for some of the students. They were told that this course was the first course toward a master’s degree in interdisciplinary studies. They met with individuals in Fiuggi, such as David Orme-Johnson, Michael Weinless, Sy Migdal, and Larry Domash, who held graduate degrees and who wanted to be among the founding faculty of Maharishi International University. Meanwhile, after Fiuggi Maharishi steps to incorporate MIU as a university, Nat and others went through the paperwork and transcripts for some of the students. MIU locates in Santa Barbara, Wallace said.

MIU locates in Santa Barbara

So Nat and others went through the steps to incorporate MIU as a university. Meanwhile, after Fiuggi Maharishi had headed to Santa Barbara, California, to lead an advanced course for teachers of the Transcendental Meditation technique. Momentum toward establishing a university continued, and it was decided that MIU would begin offering classes in Santa Barbara toward a BA and MA in interdisciplinary studies. Those working with Maharishi began searching for a facility and explored the possibility of purchasing an apartment complex, but the owner wanted a very high price.

They ended up renting a vacant apartment complex that had been intended for use by students at UC Santa Barbara but wasn’t needed because of an unexpected decline in enrollment. The plan was that it would be a temporary home while they looked for a suitable campus.

Work continued over the winter and spring of 1972–73. Because Nat hadn’t yet earned a degree, he left his position as executive vice president to become a student at MIU. Robert Winquist then assumed the position of executive vice-president.

Things were progressing. Being able to offer financial aid was key. To be able to award federal student aid, it’s necessary to show that other universities accept transfer credit from the new school. Fortunately, three of those who had enrolled in Fiuggi had been able to transfer their course credit earned there to other universities. So that step was now in place.

Classes began in the fall of 1973 with over 100 students.

Finishing the original catalog

Because MIU was now an in-residence university in Santa Barbara, the international accrediting body was no longer appropriate, so MIU had to start the process over with the organization that accredits universities in the Western US.

Again an accrediting team visited, and again things went well. But again there was an obstacle: To get accredited it’s necessary to have a catalog. Although a lot of work had been done on the original catalog, it wasn’t yet finished. Allen Cobb took on the job and got it done, with Lawrence Sheaff doing the design.

The catalog was itself a classic, and even sold in bookstores. It was the first comprehensive expression of Consciousness-Based education, detailing the curriculum and the way knowledge is taught in light of the Science of Creative Intelligence. “It was a very defining document, and a group effort,” Dr. Wallace says. “It was a planning document for the university.”

Moving to Fairfield

As everything was coming together, a prospective campus was identified in Fairfield, Iowa — the former 272-acre Parsons College, which had closed its doors in 1973.

MIU purchased the campus for $2.5 million, which was an exceptionally good price. The Learning Center alone, which had just been constructed, was built at a cost of $2 million.

So all of the equipment and furniture and books of the MIU campus in Santa Barbara were loaded onto moving vans, and the entire university headed to Fairfield.

Doing so meant answering to yet a different accrediting body — the one that covers the Midwestern US. The process had to be started again. MIU quickly achieved the status of candidate for accreditation. And once there were graduates who were successful in getting jobs, a necessary step in accreditation, MIU satisfied all the requirements, and accreditation was granted in 1980.

An impossible job made easy

In hindsight it all seems like an immense challenge — a group of very young adults with vision launching an accredited university. But, Dr. Wallace says, everyone had a lot of support of nature — that is, their practice of the Transcendental Meditation technique helped them live more in accord with natural law, such that they were able to naturally and effortlessly draw upon the organizing power of natural law. And Maharishi was involved every step of the way.

Staffing the university was virtually effortless, Dr. Wallace says. At that time some 40,000 were being instructed in the Transcendental Meditation technique each month. “There was a huge number of enthusiastic young people to draw from,” he says. “People came forward — we had a large network.”

For example, after the move to Fairfield, Jerry Leahy, a bank president in Iowa who helped with the purchase of the campus, left his position to be a vice president of MIU. Another example is David Clay, who had been the assistant to the president of two major US universities and who became an MIU vice president in 1975. And attorney Steve Druker lent his knowledge and skill to the team, also serving as a vice president in the early years.

But it all began with an idea — a subtle thought arising in the consciousness of Nat Goldhaber in Chicago in 1970. And for that, Maharishi University of Management is forever grateful, and for that he was awarded an honorary doctorate at commencement on May 26, 2013.”
What will the Maharishi University of Management campus look like in five years? There’s a plan for that. And in 20–30 years? There’s a plan for that, too. A new master plan for campus is now in place.

Working with the Iowa City-based professional planning firm Confluence, and getting feedback from every segment of the campus and Fairfield community, University officials have now mapped out where the campus is headed, and have posted a 32-page book online with all the details.

**Need for a master plan**

The need for a plan is multifold. First, the University’s five-year strategic plan projects an on-campus enrollment of 1,300 students by 2017, with 1,000 of those living on campus. However, the current capacity can accommodate only about 750 students in residence halls and 900 students in classrooms.

Second, the goal of the plan is to make sure all new construction fits into a coherent whole. In the past 40 years, buildings have been razed and new ones have taken their place. Roads have been built. Without a plan, there’s the danger that construction will be wasted if, for example, it becomes clear that a road is needed where a new building sits.

Every new building, sidewalk, and road needs to be a piece that fits perfectly into the vision of a future campus.

A third need for a plan is simply the desire to create a beautiful and coherent campus — a physical environment that itself appeals and helps draw and retain students.

And finally, safety. The new plan will help ease congestion in specific areas and make vehicle and pedestrian traffic safer.

A campus with eight districts

The master plan envisions what the campus will look like in 20–30 years, complete with pedestrian malls, rerouted traffic flows, and landscaping features such as an amphitheater that will be built on the naturally sloping land east of the Argiro Student Center.

The plan includes significant expansion: new roads, bike paths, and walkways; rearrangement of campus parking; and a new main entrance to campus on Zimmerman Drive west of B Street. It also includes expanding campus borders.
and constructing new classroom and office buildings, residence halls, a library, and other buildings.

The campus will be divided into eight districts, which are unique areas with different design considerations. Based on their current and potential use and on existing physical boundaries, the districts include: east academic campus, west academic campus, a riparian buffer area, recreation area, Golden Dome district, University and faculty housing district, Utopia Park, and North Campus Village.

Traffic flow centered around east-west and north-south corridors

A major goal of the plan is to make the campus pedestrian-friendly. Three prominent elements of the plan include an east-west pedestrian mall at the heart of campus, a north-south corridor that will include a cul-de-sac dropoff in the Domes area, and a main campus gateway on Zimmerman Drive.

The east-west pedestrian mall will be located on the site of the current Robert Keith Wallace Drive, which runs past the Argiro Student Center and main classroom and office buildings. The mall will be lined with trees and biocell plant beds, and will itself be a gathering place.

The north-south corridor will extend further south Market and the Dome parking lots. Traffic flow centered around east-west pedestrian malls, and the vehicular portion will only extend as far Granville Avenue, but the vehicular roughing the location of the current Granville Avenue, but the vehicular traffic portion will only extend as far south as Golden Dome Marker. Traffic will be limited to those going to the Marker and the Dome parking lots. The corridor will extend further south as a bicycle path and pedestrian mall, as well as a lane for a tram that will ferry residents to the heart of campus and the core campus east-west mall.

The main entrance to campus will be on Zimmerman Drive, which runs between Utopia Park and the north-central residence halls. The entrance, which will include an ornate arching gateway, will be located one block west of B Street.

Other major components of the plan

Major features of the long-term vision include the development of a recreation district, the relocation of Maharishi School to an area north of campus, a new Maharishi Tower of Invincibility on the west end of the core campus pedestrian mall, a grand staircase anchoring the east end of the core pedestrian mall, strategically located parking, and the proposed relocation of the Recreation Center and Fieldhouse.

Sustainability features will include prairie planting for storm water management, community garden plots, and a large solar array to power the campus.

Short-term focus

Now that the long-term draft plan is complete, the focus has shifted to developing a short-term plan in greater detail. This next phase won’t entail moving or removing anything currently existing but rather on adding new buildings on available sites. In the coming months discussions will focus on deciding the sequence for new construction.

There is currently interest among donors and investors to fund construction. A building for MUM’s new Institute for Asian and American studies may be the next project to get underway. Investors in China have expressed interest in providing initial funding of $1 million to begin constructing the building, which will be located on the west side of campus just west of the Maharishi Peace Palaces.

The highest ideals of Maharishi Vedic architecture

While the current master plan process commenced two years ago, the impetus may have begun in 2000 with the completion of the first campus building designed according to the principles of Maharishi Vedic architecture, the Dreier Building.

At that time Maharishi gave MUM the path to rebuilding the campus: demolition of non-Vastu buildings, particularly those not properly orientated to the cardinal directions. Since then, over 40 buildings have been demolished on campus and over 70 Vastu buildings have been constructed, both private and University-owned.

As the University enters this new phase of master planning, MUM seeks to not only build new Vastu buildings, but structure a campus that embodies in its overall design, its roads, bicycle paths, sidewalks, gardens, open spaces, and community spaces, the principles of Maharishi Vedic architecture.

It’s a grand vision, and now the roadmap to achieving this vision is clear. For more information, please see the 32-page book at www.mum.edu/masterplan. Click on Master Plan 2013.
ROBERT SCHNEIDER
PROONENT OF TOTAL HEALTH

Rober Schneider, MD, has been the principal investigator for many of the studies on the effects of the Transcendental Meditation technique on cardiovascular disease. He joined MUM faculty as a researcher in 1984 after completing his fellowship in hypertension in the Department of Internal Medicine at the University of Michigan.

At that time, Dr. Schneider and MUM faculty member Dr. Skip Alexander teamed up to launch this highly successful mind-body research program — and to lead the way in clinical research on the Transcendental Meditation technique.

Along the way Dr. Schneider has established himself as a leading physician-scientist-educator in integrative medicine, and he travels the world introducing medical professionals, government leaders, and others to the vision of total health — a vision arising from the knowledge and programs provided by Maharishi Mahesh Yogi. He and his coauthors have now published more than 150 peer-reviewed publications and abstracts. As a leading figure in evidence-based integrative cardiology, he has served as a consultant to the National Institutes of Health, the US Congress, the White House, and the Centers for Disease Control, as well as to organizations and governments in Europe, Asia, the Middle East, and South America. He’s a fellow of the American College of Cardiology and of the Academy of Behavioral Medical Research.

AMERICAN HEART ASSOCIATION RECOMMENDS TRANSCENDENTAL MEDITATION TO REDUCE HIGH BLOOD PRESSURE

Over 40 years after the first pilot study suggested that the Transcendental Meditation technique can lower blood pressure, the American Heart Association released a report in April that recommended Transcendental Meditation for reducing blood pressure.

Their groundbreaking recommendation was based on an examination of the accumulated research.

“This is an important breakthrough,” said Robert Schneider, MD, FACC, dean of the Maharishi College of Perfect Health. It’s the first time the Transcendental Meditation technique has been recognized and recommended for consideration by a national medical organization that provides guidelines to physicians, health care payers, and policy makers. Physicians and health insurance companies have been requesting this type of guideline for years.”

Top-quality research

The question is, why now? Why has it taken 40 years for official recognition from mainstream medicine?

The answer is that the earliest research wasn’t sufficient for contemporary “evidence-based medicine.” If one teaches a group the Transcendental Meditation technique, and their blood pressure goes down, it’s not self-evident it’s because of meditation.

It could be argued that the decrease is simply a placebo effect: their blood pressure went down because they expected it to go down.

So it’s necessary to have a control group that has similar expectations. If the group practicing Transcendental Meditation shows a greater effect than the control group, then is that sufficient to convince an organization like the American Heart Association?

No again. Maybe those in the Transcendental Meditation group joined that group because they’d heard of meditation and were convinced it could help them. In other words, they again would have an inherent bias.

How have the more recent studies been designed to avoid that pitfall? They recruit subjects who may or may not have heard of Transcendental Meditation and randomly assign them to the Transcendental Meditation group and the control group. And the studies are designed to conceal from the researchers who is being assigned to which group.

The holy grail: Randomized controlled trials

Such studies are called randomized controlled trials — the holy grail of medical research. Why aren’t all studies randomized controlled trials? Because they’re expensive and time-consuming, typically taking several years and a few million dollars for a study with more than 100 subjects.

The body of studies on the Transcendental Meditation technique examined by the American Heart Association panel that issued the report included 11 randomized controlled trials involving more than 1,200 subjects.

These research design features are just some of the state-of-the-art methods used by Dr. Schneider and his colleagues at the Institute for Natural Medicine and Prevention to conduct studies that are widely recognized as being of high quality.

Their research designs have had to be impeccable in order to obtain the $25 million in grants they’ve received from the National Institutes of Health and major foundations. Each grant application is scored for quality, with the MUM team’s most recent grant application scoring in the top 3% of all grants reviewed — a score that was necessary in order to be funded.

No other meditation or relaxation technique compares

How do other meditation and relaxation techniques compare? Do they also have this impeccable research? Not according to the American Heart Association panel. They wrote that because of mixed results and a paucity of studies, “other meditation techniques are not recommended in clinical practice to lower BP at this time.” Regarding relaxation, the panel concluded, “Relaxation techniques are not recommended in clinical practice to reduce BP at this time.” The same with yoga: “Yoga techniques are not recommended in clinical practice to lower BP at this time.”

The body of studies on the Transcendental Meditation technique examined by the American Heart Association panel that issued the report included 11 randomized controlled trials involving more than 1,200 subjects.

These research design features are just some of the state-of-the-art methods used by Dr. Schneider and his colleagues at the Institute for Natural Medicine and Prevention to conduct studies that are widely recognized as being of high quality.

"All credit to Robert Schneider, Sandy Nidich, Skip Alexander, Maxwell Rainforth, Carolyn King, John Salerno, dedicated staff, and others who have spent 25 years conducting the high-quality research that’s expected by the American Heart Association,” said Craig Pearson, MUM executive vice-president. "Very few people appreciate the enormous amount of work that goes into a single study.”
New study shows 48% reduction in risk for heart attack, stroke, and death

Interestingly, even if studies show reduced blood pressure, that’s sometimes still not enough to convince the medical community there’s a health benefit. Ideally research will also show specific health outcomes. In other words, maybe one could see a reduction in blood pressure, but can that be shown to have a real-world benefit, such as a reduction in heart attacks and stroke?

This, too, has been found, most recently in a study published this past year in Circulation: Cardiovascular Quality and Outcomes, a journal of the American Heart Association — and noted in the AHA blood pressure report. Led by Dr. Schneider and conducted in conjunction with researchers at the Medical College of Wisconsin, the study found a reduction in the rate of mortality, heart attack, and stroke among heart disease patients randomly assigned to practice the Transcendental Meditation technique compared to the control group.

The randomized, controlled trial involved 201 African Americans with heart disease. Over a period of more than five years, the group practicing the Transcendental Meditation technique was 48% less likely to have a heart attack or stroke or to die from all causes compared with participants who attended a health education class.

Those practicing the Transcendental Meditation technique also lowered their blood pressure and reported less stress and anger. The more regularly patients meditated, the greater their survival.

“We hypothesized that managing the mind-body connection would help prevent the epidemic of heart disease in the US and around the world,” Dr. Schneider said. “It appears that the Transcendental Meditation technique turns on the body’s own pharmacy to repair and maintain one’s cardiovascular system.”

What’s next? The Maharishi College of Perfect Health

People want this. They want more natural ways to better their health. They want to avoid the often-serious side effects of medication. In fact, that was part of the impetus for the AHA report. Robert Brook, MD, the chair of the panel that authored the report, said, “A common request from patients is, ‘I don’t like to take medications, what can I do to lower my blood pressure?’ We wanted to provide some direction.”

To meet this need, Dr. Schneider and colleagues at MUM are currently organizing the MUM Maharishi College of Perfect Health, a medical school that will train doctors to integrate natural, research-based approaches in their medical practice.

The College already offers a premedical program for undergraduate students, and hopes to begin offering a full medical degree in the future. Dr. Schneider has been exploring the potential for collaborations with other medical centers to offer this medical degree.

World tour

Last winter Dr. Schneider began a world tour to spread Maharishi’s approach to health, traveling to India, Greece, and Nepal. He chaired a session at the World Ayurveda Congress in Bhopal, India, on public health and prevention-oriented natural medicine, where he introduced the model of Maharishi Ayurveda for preventive medicine. In each country he spoke to faculty and medical students.

He continued his tour in the summer of 2013, traveling to Bali, Denmark, Germany, Holland, Belgium, and Italy.

In Bali, Dr. Schneider addressed the World Hindu Summit on Maharishi’s Vedic approaches for health and education and how these bring fulfillment to the ancient Vedic ideals.

Traveling in Europe, Dr. Schneider was interviewed by media and gave presentations to cardiologists, physicians, and the public.

In Belgium he met with representatives of European and national heart associations to discuss plans to provide education and information to their physicians and lay members about the Transcendental Meditation technique and heart health.

Wherever he goes, Dr. Schneider explores the possibility for collaboration. In Bali, for example, he and Dr. John Hagelin met with officials from a leading medical university to discuss jointly developing a medical school based on Maharishi’s approach to integrative medicine that would entail a collaboration between that university and MUM’s Maharishi College of Perfect Health.

The Reality of Higher States of Consciousness

The Transcendental Meditation technique is gaining acceptance as a method for reducing stress and anxiety, reducing high blood pressure, and promoting well-being and peace.
EXPERIENCING PURE AWARENESS DURING TRANSCENDENTAL MEDITATION

During Transcendental Meditation practice, the mind gets quieter and quieter, leading, at its deepest moments, to the experience of complete quietness, with no thoughts at all. Objects of awareness disappear, and one is left with the experience of consciousness knowing itself in its pure state — pure, unbounded awareness. Maharishi refers to this pure, silent field of consciousness as the Self, designated with an upper-case “S” to distinguish it from the localized self we typically experience.

This experience represents a fourth major state of consciousness, distinct from the familiar states of waking, dreaming, and sleeping. Maharishi called this state Transcendental Consciousness. Here is how one person on the Assembly describes his experience:

When I began my Transcendental Meditation program, immediately my awareness spread out in a field — as if I were immersed in a river at the point where it flows into the sea, spreading out in all directions and merging with the ocean. Within just a few seconds my whole being was engulfed in a state of oneness — an experience of totality that was so profound that I was overwhelmed by a deep feeling of awe. It was an instantaneous transformation of consciousness, yet so natural...

My physiology and consciousness were one united whole, which was like an immovable rock — in perfect rest yet suffused with immense power, highly integrated yet without partings. The intensity of fullness and bliss in this unified consciousness was very great.

EXPERIENCING THE TRANSCENDENT OUTSIDE OF MEDITATION

Maharishi explains that regular Transcendental Meditation practice gradually cultures one’s physiology so that eventually this experience of pure, unbounded awareness can be maintained outside of meditation, as an ongoing reality.

This experience — Transcendental Consciousness being maintained simultaneously with waking, sleeping, and dreaming — represents a fifth state of consciousness, which Maharishi calls Cosmic Consciousness.

In this state, with the mind fully awake down to its most silent level, all experience takes place from this innermost level of silence, which is transcendental, beyond time and space. This gives rise to an experience Maharishi calls witnessing, in which one experiences oneself as the nonparticipating observer of all change in the surroundings. One knows thought and act — in fact, thought and action are more closely integrated and more effective than ever before — but deep within is the ever-awake, never changing ocean of pure consciousness, the Self.

Once one reaches this state, then the sense of perception begin a remarkable process of refinement that leads to the ability to perceive the very subtilest, most refined values of the world around us. This, Maharishi explains, represents a sixth state of consciousness, which he calls God Consciousness, because now one experiences the full range of God’s creation, down to its most intimate, celestial value.

THE EXPERIENCE OF UNITY

But there is the possibility of growth beyond this exalted state, Maharishi observes. As the nervous system becomes progressively cultured, one gains the ability to experience what underlies even the most refined value of creation — which turns out to be pure consciousness itself. All the forms and phenomena in creation, in this understanding, are like waves on the ocean of pure consciousness. And human beings have
the natural ability to experience this in-
nermost value of pure consciousness within everything.

Because pure consciousness is the Self, this experience brings the realiza-
tion that everything around us is, at its deepest level, nothing other than the Self — the same Self we initially expe-
rienced during Transcendental Medita-
tion practice. We experience unity with everything around us. Thus Maharishi calls this seventh state of consciousness Unity Consciousness.

One of the Invincible America Assem-
bly participants describes an experience that suggests values of the fifth, sixth, and seventh states of consciousness.

I was on a short walk, and after some time a very sweet level of witnessing came about. I felt a very soft, warm glow inside that bubbled up into my awareness. Feeling more than just a sense of Self, it was a warm flowing bliss in my awareness. It made me feel like there was nowhere to go or anything I needed to do or any place I needed to be. This feel-
ing became stronger as I went along on my journey.

My awareness was inside, absorbed in Being. Yet, at the same time, I felt that my movement, my senses of per-
ception, and my physiology were all embraced by a soft flow or glow of Being that was most natural and automatic. It wasn't like I was watching myself; I was the Self flowing and glowing. This experience translated into everything around me. The boundaries of the relative were not in my awareness, just the flow, and I felt I was walking in a heaven. I felt perfect and everything around me was perfect. The account begins with the ex-
perience of inner wakfulness and bliss and peace), suggesting an experience of Cosmic

Consciousness. Then it shades into an experience of refined perception (ev-
erything, including the senses of per-
ception, being embraced by a "soft flow or glow"), suggesting God Conscious-
ness. This grows into the experience of the Self within everything ("I was the Self flowing and glowing"), suggesting Unity Consciousness.

**“Everything is a little bit of me”**

Here’s another person describing the experience of Unity Consciousness and its sense of oneness with everything:

Opening my eyes after [meditation], everything that I see I recognize as an arrange-
ment of my inner bliss, my Self. It’s just that simple — there is a warmth of recogni-
tion. Everything is exhibiting oneness, sequence, sym-
mmetry, wholeness, which are all signs of my infinite Self. Everything is a little bit of me. Everything as such is dear, and yet not too important next to my unbounded Self.

When seeing other people there is the quiet knowledge that "This is me," which accom-
panies the more intellectual rec-
ognition of the particular per-
son. When speaking to others, there is a quiet feeling that I am the listener who is being spoken to by me — but that listener is not my ego or my intellect, it is the unbounded bliss. It is all very simple and natural, much simpler than these words.

Here is how another Assembly par-
ticipant describes the experience of ev-
erything as "one wholeness":

When walking outside I notice the scenery is filled with some new quality; some vir-
tility is there yet the quality is without description. Both the unbounded and its point are sensed existing together. The infinity is held along with the finite boundaries of the plant leaves. The blue sky and the outline of a tree are being held together as if one substance. I see both the tree and the sky as being one underlying whole-
ness. I’m beginning to perceive the different shades of bound-
daries as one wholeness. The fi-
nite and the infinite are blend-
ing together to be one totality. The finite is seen as embedded in the infinite, and the infinite is holding the finite.

It is indescribable to be seeing the same scenery in a different way, without hav-
ing done anything. Infinity is being expressed everywhere, and nowhere can I find finite only. Nowhere can I find fi-
nite alone. There is no end to the continuum of boundaries — all expanding into whole-
ness. Unrestricted creativity is awak-
en in the continuum of unity in diversity.

The dawning realization that the whole universe is identical with my Self

As the state of Unity Consciousness matures, one experiences that ev-
erything in the universe, even things beyond the range of immediate per-
ception, are ultimately nothing other than the Self, the infinite, immortal

wholeness of pure consciousness that underlies everything.

Here’s how an Assembly participant characterizes the experience:

The experience of “I” is growing into “That which al-
ways was, has been, and will be.” I am becoming a silent witness and humble servant to the process of Being in its ever-expanding state of bliss. The experience is far beyond what I could attempt to de-
scribe with words.

Absolute and relative have become one infinite totality of ever-changing sameness. All silence and diversity coexist simultane-
ously, as do all pairs of opposites. Time seems to be an illusion; there is only the wholeness of infinity — the present.

This eternal state of silent dynamism, or dynamic si-
ence, completely transcends the intellect. Most of what I experience I cannot put into words; I can only witness Be-
ing being itself as it is occurring. Being knows how to be perfectly. It changes so fast, yet the underlying, unshak-
able wholeness of totality is always present.

Each of these higher states of con-
sciousness represents a progressive stage in the growth of enlightenment.

**Neurophysiological correlates of higher states of consciousness**

It’s one thing for individuals to de-
scribe their subjective experience, an-
other to see if this subjectivity can be verified scientifically. Dr. Travis has done just that in a significant body of published research.

Dr. Travis has studied how brain functioning changes when subjects close their eyes and practice the Transcendental Meditation tech-
nique. Here he has documented the highly integrated functioning that subjects experience right from the start. This style of functioning is a "neurophysiological correlate" of Transcendental Consciousness, the fourth state of consciousness.

Furthermore, Dr. Travis has looked at how brain functioning changes in long-term meditators. He has found that subjects exhibit highly integrated brain functioning even outside of medi-
tation, during the day, associated with the experience of transcendence during activity. This fits a picture of the neurophysiological correlate of Cosmic Consciousness.

Based on these EEG studies, Dr. Travis has developed "a Brain Integra-
tion Scale." The scale looks at three brain measures: 1) broadband frontal EEG coherence, a measure of coordi-
nated functioning of frontal executive brain areas, 2) higher alpha and lower 
EEG coherence, a measure of coordi-
nated functioning through the simple practice of the Transcendental Meditation tech-
nique — while simultaneously growing in higher states of consciousness.

**Transcendental Meditation as a vehicle**

Maharishi emphasizes that enlighten-
ment is the birthright of every human being — that all people should have this experience of transcendence and realize their true, unbounded, infinite-
ly blissful nature. He taught the Tran-
scendental Meditation technique as an effortless way of regularly experiencing transcendence and cultivat-
growth of higher states of consciousness.

And now there’s a community of people in southeast Iowa, on the cam-
pus of Maharishi University of Man-
egement, who are regularly having 
this experience of transcendence and cultivating growth of higher states of consciousness.

**World-class performers and transcendental experience**

Dr. Travis hypothesized that world-
class performers in all fields may have higher levels of brain integration than other people, which accounts for their higher levels of success. Working with the Norwegian researcher Harald Har-
ung, Dr. Travis studied world-class per-
formers in sports, business, and music — and found that, indeed, they score more highly on the Brain Integration Scale. They have published this research in a series of scientific journal articles.

Integrated brain functioning goes hand in hand with growth of higher states of consciousness, as many studies of the Transcendental Meditation tech-
nique have documented.

The secret to success is highly in-
tegrated brain functioning, and now anyone can cultivate integrated brain functioning through the simple practice of the Transcendental Meditation tech-
nique — while simultaneously growing in higher states of consciousness.
“It was one of the most dangerous jobs on the planet,” he says of the two-year mission.

How did he wind up at MUM? After his nine-year stint with the Navy SEALs and experience working on security for President Karzai, he drew on his background to set up a security detail for Afghan President Hamid Karzai. It was during this time he began to feel a disjuncture between his career as a security professional and a desire for a more spiritual life. He realized there was a kind of split in my life. At one point, I was looking for what was out there, and I Googled ‘enlightenment’ online and the town of Fairfield kept coming up.

Nearly a year later he was in the US visiting his family when he decided to visit campus. He was astonished. “It was an amazing place,” he said. “It was filled with people having conversations about their spirituality, and I realized it was a town that desired evolution and I was taken by it immediately.”

His motivation for being in the military had been to try to help the world, but his experience on campus helped him realize, as he said in the interview, “If I wanted to see a positive, peaceful change, I had to embody that myself.”

He enrolled in 2006 and learned the Transcendental Meditation technique. It affected him deeply. “It connects you with a more holistic understanding of yourself and of how you connect with everything else,” he said.

Passionate about sustainability
He also quickly became passionate about the importance of sustainable living in creating the world he envisions, and selected that as his major. Two years into his schoolwork he became aware of yet another disjuncture: the science wing of the library building where the students were studying sustainable living didn’t itself have sustainable features. Being a person who gets to the heart of the matter in a no-nonsense way, he and classmate Robbie Gongwer proposed to MUM that the two of them retrofit the wing with many sustainable energy features. Troy worked for over a year on the project and made some good contacts.

As he looked ahead to graduation, Troy found himself in an interesting position. He had some great contacts and a thorough knowledge of — and a passion for — what Fairfield needed to do to become more sustainable. It occurred to him he could start a business that would meet Fairfield’s needs.

“It couldn’t walk away from that opportunity to make a difference,” he said. So he founded a company called Ideal Energy while still a student with a focus on doing energy audits for homeowners and businesses to help them be more energy efficient.

“It was very rewarding to graduate from MUM and have Ideal Energy started even before graduating,” he says. He had clients right from the start, and it became clear that solar panels were a good solution for many of them. These panels are affordable, thanks in part to government and utility company incentives, and the source of energy is infinitely renewable. In addition, solar panels are easy to maintain because of the lack of moving parts. “It’s just clean, sustainable, renewable energy,” he says.

Starting a company while a student
When Fairfield Mayor (and University Trustee) Ed Malloy wanted to create a strategic plan to make the city more sustainable, he and classmate Robbie Gongwer were asked to be a member of the planning commission. Troy worked for over a year on the project and made some good contacts.

One of his first clients after graduating was his alma mater — MUM. The University was in the midst of building the Sustainable Living Center. Ideal Energy was tapped to install the dozens of solar panels, as well as help with the installation of a geothermal system and the wind turbine. “It was very rewarding to graduate from MUM and have Ideal Energy started even before graduating,” he says. He had clients right from the start, and it became clear that solar panels were a good solution for many of them. These panels are affordable, thanks in part to government and utility company incentives, and the source of energy is infinitely renewable. In addition, solar panels are easy to maintain because of the lack of moving parts. “It’s just clean, sustainable, renewable energy,” he says.

One of his first clients after graduating was his alma mater — MUM. The University was in the midst of building the Sustainable Living Center. Ideal Energy was tapped to install the dozens of solar panels, as well as help with the installation of a geothermal system and the wind turbine.

$1 million in revenue
Solar panel installation has turned out to be Ideal Energy’s largest component of the business, helping to bring in nearly $1 million in revenue in the year leading up to Troy’s award from the Fairfield Entrepreneurs Association.

“My belief is that buildings shouldn’t be built that don’t produce more energy than they consume,” he says. “(MUM’s Sustainable Living Center is a good example, producing 30% more energy than it used in its first year of operation.) And buildings should purify more water than they use.”

Troy and his wife, MUM alumna Amy Greenfield, are the principals of Ideal Energy, and they rely on as many as 10 contractors with a wide range of expertise to help with many of the projects.

Loving Fairfield
So does he have a grand vision for expanding beyond Fairfield? Not necessarily. “I love Fairfield, and I want to work here as much as possible,” he says. He’s open to expanding but not focused on it. “Fairfield is becoming a name brand, and we want to be part of that name brand.”

“Troy’s done an amazing job of developing renewable energy in our Fairfield community,” says Mark Simpson, faculty member in the MUM Sustainable Living Department. “He’s one of our star graduates — and a role model for our current students.”
This educational system develops higher consciousness in the students by using Transcendental Meditation and its advanced techniques as part of the curriculum twice a day. Scientific research has shown that these techniques result in highly coherent functioning of the brain, increased creativity, and improved student health and quality of life. Consciousness-Based education is not stress-based but bliss-based education, as has by now been experienced in 53 countries. I have visited many universities and schools in these countries, sharing the achievements of Maharishi University of Management and Maharishi School of the Age of Enlightenment and also bringing the latest news and research on Consciousness-Based education.

The 25 countries I visited this year included 14 in Europe: Netherlands, Germany, Serbia, Montenegro, Croatia, Slovenia, Austria, Slovakia, Hungary, Poland, Ukraine, Turkey, Georgia, and Armenia. I also traveled in the East: United Arab Emirates, Nepal, Bhutan, India, Sri Lanka, Malaysia, Singapore, and Indonesia.

Wherever I go I meet graduates of Maharishi University of Management, often in leadership roles. It’s such a delight to see their progress, and the progress of this approach to education worldwide.

**Consciousness-Based education in nations of the Pacific**

One highlight of my travels was Bali, where Transcendental Meditation has been introduced to the entire student body in seven schools. In addition, the Maharishi Health School has introduced the advanced Transcendental Meditation program for peace (the Transcendental Meditation and Transcendental Meditation-Sidhi® program, including Yogic Flying) to 250 students. Also, our University is now collaborating with the main Bali medical school for a joint integrative medicine program.

In Australia, the Maharishi School of the Age of Enlightenment in Melbourne is an example of how even one or two creative people can lead the way to create an example of the education that will predominate in the future — education that is not stress-based but bliss-based. A teacher of this school told me the biggest problem they face with these children is to convince them to leave school at the end of the day.

**Government ministers lead the way**

In some cases, such as in the Solomon Islands and Fiji, government officials are taking a lead role.

In the Solomon Islands a moving force behind Consciousness-Based education is the Minister of Education. He is encouraging educators to introduce the Transcendental Meditation program based on his own positive experience with the practice, and is planning his own research program on the educational benefits.

In Fiji, the Director of Wellness for the country plans to introduce the Transcendental Meditation technique into wellness programs in 94 high schools. This came about because he was inspired by the research on the Transcendental Meditation program and health, and the example of Dr. Mehmet Oz and others who are introducing the program throughout their companies. In the Vunimono High School in Suva, 750 students have learned under a grant from the David Lynch Foundation.
Collaborations with universities

In a number of countries, universities interested in Consciousness-Based education and the benefits of the Transcendental Meditation technique are establishing collaborations with our University.

In Nepal, we have formed an exchange relationship with the University of Pokhara and Nepal Sanskrit University. Many top educational leaders of Nepal whom I met learned the Transcendental Meditation technique in 1974 from Maharishi Mahesh Yogi when he came to Kathmandu to teach 28,000 Nepalese in just two weeks, to create a cooling influence on the overheating Cultural Revolution in neighboring China.

In Germany a major university in the southern part of the country where I spoke invited our faculty to address a stress-free education conference (in collaboration with a major German health insurance company). They presented the recent research review by the American Heart Association that found that the Transcendental Meditation technique lowers blood pressure. A researcher at the University of Lubeck has now duplicated this research with 135 subjects.

Reconnecting in Armenia

In my travels, I also enjoy revisiting countries where large numbers of people in the past have learned the Transcendental Meditation technique, as in Armenia.

In 1989 a team from Maharishi University of Management was invited by the Soviet Union to help provide relief for post-traumatic stress in the Armenian population after the 9.5 magnitude earthquake that devastated Leninakan.

About 30,000 Armenians learned the Transcendental Meditation technique in one year with the support of the Ministry of Health. It was inspiring for me while in Yerevan to see that students who learned the technique in middle school 24 years ago are now leading professors and business magnates of an independent Armenia.

In every country I visited it was evident that there is a new openness to scientific research on Consciousness-Based education and its unique effects on students and teachers. It is much easier now to explain to governments and educational and health officials the power of this program to holistically develop the brain and create more highly developed and healthier graduates.
REAL WORLD PROJECTS HELP MIDDLE SCHOOL STUDENTS LEARN — FROM OPENING A RESTAURANT TO WRITING A NEWSPAPER TO PROGRAMMING SMARTPHONE APPS

Had you been at Maharishi School on October 25, 2012, you could have enjoyed a meal prepared by students at Maharishi Middle School. And served by them. From a menu planned by them. In a media center they had transformed into a restaurant. Accompanied by live music they performed.

The students promoted the event, sold tickets, stayed within a budget, and ended up earning a profit.

This is project-based learning. And according to Middle School teacher Richard Incorvia, it works.

“Students learn the most when they’re working on authentic projects,” he says. “The goal is for them to use their academic skills in real-world settings.”

In addition to creating their own restaurant, the students have created a newspaper, programed Android apps, performed a carnival, and more.

Opening a restaurant

The restaurant was one of the more successful projects, Mr. Incorvia said. It began with the students competing for the various chef positions: appetizers, entrees, and desserts. They had to find a recipe, prepare it, and stick to a budget. The students whose preparations were the most successful won the chef positions.

As the students were planning the menu, competing for chef positions, and practicing their cooking skills, they were also promoting the event and selling tickets, with the ticket price based on their food budget plus a profit margin.

If the students were able to use a kitchen that was funded by a grant and had been recently installed in the School’s media center building. To prepare for the event, they also had to create a restaurant décor in the media center. The theme was Asian, and they created a Japanese paper wall with ink art scenes. They also made hundreds of origami figures, with each dish they served being accompanied by a different origami shape.

When the day finally arrived, the students also served as waiters and waitresses, bringing out the dishes and collecting tickets. To accommodate all the ticket holders, they served food in two different shifts.

“The two waves of customers were a real challenge for them,” Mr. Incorvia said. “It was a tight timetable and four to five hours of very hard work. They cooked and served the food, and then had to wash dishes and clean up afterward.”

The event even featured live entertainment, with two students performing at the piano.

And in the end, they had to do the accounting: tabulate their income and add up their expenses. Bottom line: they made a profit.

Tossing water jugs out a window

The “defenestration day” project has become an annual event at the School, during which the entire student body leaves class to watch the culmination.

The goal of the project is for the students to engineer some kind of protective apparatus that will keep a one-gallon plastic water jug from cracking when dropped from a second-story window at the School.

The protective apparatus used by students to engineer some kind of protective apparatus that will keep a one-gallon plastic water jug from cracking when dropped from a second-story window at the School.

Project-based learning gradually expanding

Project-based learning is state-of-the-art education, and although it began in the Maharishi Middle School, it is gradually being incorporated into other grade levels at the School.

“It has been easier to incorporate this approach in the Middle School because the curriculum is a bit more flexible,” Mr. Incorvia said. “At the high school level the students have a more structured curriculum due to college preparation. But there have now been some efforts to bring it to the high school level.”

Mr. Incorvia and Ms. Hays introduced project-based learning in the fall of 2010, with the first year being a bit of an experiment. “It’s really taken off the past two years,” he says. They trained themselves in this approach and figured it out as they went along.

Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.

Creating apps for Android smartphones

Perhaps the most amazing project was when the students actually created apps for smartphones that run Android software as part of their math and science curriculum.

They published 20 apps on Google’s app store that have been downloaded thousands of times by people around the world. The apps can be seen at ti-nuurl.com/bmbq89b.

Mr. Incorvia and his colleague Barbara Hays made tutorials to introduce the students to coding their own apps by working with MIT App Inventor, an online tutorial. The students’ apps range from voice-to-text translators and strobe lights to paper doll dress-up and a variety of games.

“I had a lot of fun making my app, Tic-Tac-Toe,” said 7th grade student Bella Unger. “Planning about what kind of app to make, making it, and finally publishing my app on the Internet was really fun. It was especially challenging to keep making it better.”

“Students need to learn to code computers and their phones so that tomorrow’s amazing technology works for them,” Mr. Incorvia said. “It’s great to offer them the chance to learn this valuable skill while saying ‘Go ahead, make whatever excites you.’”

“Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.”

Bella Unger made tutorials to introduce the students to coding their own apps by working with MIT App Inventor, an online tutorial. The students’ apps range from voice-to-text translators and strobe lights to paper doll dress-up and a variety of games. They did all their own art design and coding.

They published 20 apps on Google’s app store that have been downloaded thousands of times by people around the world. The apps can be seen at ti-nuurl.com/bmbq89b.

Mr. Incorvia and his colleague Barbara Hays made tutorials to introduce the students to coding their own apps by working with MIT App Inventor, an online tutorial. The students’ apps range from voice-to-text translators and strobe lights to paper doll dress-up and a variety of games. They did all their own art design and coding.

“I had a lot of fun making my app, Tic-Tac-Toe,” said 7th grade student Bella Unger. “Planning about what kind of app to make, making it, and finally publishing my app on the Internet was really fun. It was especially challenging to keep making it better.”

“Students need to learn to code computers and their phones so that tomorrow’s amazing technology works for them,” Mr. Incorvia said. “It’s great to offer them the chance to learn this valuable skill while saying ‘Go ahead, make whatever excites you.’”

“Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.”

Barbara Hays made tutorials to introduce the students to coding their own apps by working with MIT App Inventor, an online tutorial. The students’ apps range from voice-to-text translators and strobe lights to paper doll dress-up and a variety of games. They did all their own art design and coding.

“I had a lot of fun making my app, Tic-Tac-Toe,” said 7th grade student Bella Unger. “Planning about what kind of app to make, making it, and finally publishing my app on the Internet was really fun. It was especially challenging to keep making it better.”

“Students need to learn to code computers and their phones so that tomorrow’s amazing technology works for them,” Mr. Incorvia said. “It’s great to offer them the chance to learn this valuable skill while saying ‘Go ahead, make whatever excites you.’”

“Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.”

“Students need to learn to code computers and their phones so that tomorrow’s amazing technology works for them,” Mr. Incorvia said. “It’s great to offer them the chance to learn this valuable skill while saying ‘Go ahead, make whatever excites you.’”

“Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.”

“Students need to learn to code computers and their phones so that tomorrow’s amazing technology works for them,” Mr. Incorvia said. “It’s great to offer them the chance to learn this valuable skill while saying ‘Go ahead, make whatever excites you.’”

“Project-based learning is also a trend nationwide. “It’s becoming mainstream in public schools,” said Mr. Incorvia, who is a Maharishi School alum, graduating in 1998. He received his MA and teaching certification from MUM and is currently in his sixth year of teaching at Maharishi School.”
NEW LEADERS INCLUDE JAMES WILSON

Wilson, who worked as an intern in Maryland in the summer of 2013 with Mario Orsatti, director of special programs for the David Lynch Foundation. James helped organize a conference for Washington D.C. area veterans with posttraumatic stress disorder (PTSD). He also helped contact the media, leading to some very favorable news coverage, including a TV feature on local channels.

One of the people he contacted as part of an outreach program was Lg. General Clarence McKnight, who was inspired to write a story for the Huffington Post telling of his own decades of experience with Transcendental Meditation and promoting the veterans conference.

The Enlightened Leadership Program meets weekly over an eight-month period to discuss Maharishi’s knowledge related to leadership and how to implement those principles into fresh, innovative concepts and courses for University growth.

Participants expand their leadership skills while gaining access to an array of perspectives, resources, and mentors from the highest levels of leadership in the University, business community, and Transcendental Meditation organization, said Adrienne Schoenfeld, creator and director of the Enlightened Leadership Program.

“They really listen receptively to what is being said, then work together with a collective vision,” Ms. Schoenfeld said. “This next generation is enthusiastic and talented, but most importantly, they exhibit a passion for the development of their own consciousness.”

MOHAMED SOBHY FARAG — SOFTWARE ENGINEER AND SCHOLAR

Computer science student Mohamed Sobhy Farag, from Egypt, has published several articles in trade journals, most recently in BSD Magazine, which covers the open source operating system known as BSD Unix.

He also contributed a chapter to a new book on the importance of information security in a multidisciplinary manner. His publications led to his being invited to speak at Beijing Institute of Technology’s (BIT) 2nd Annual World Congress of Emerging InfoTech-2013 in China. He was also asked to participate in the Cloud Computing & Assurance for Critical DoD Initiatives conference in Maryland.

Mohamed is now in the practicum phase of his M.S. program, and is working full-time as a technical consultant for the top IT consulting company in Pittsburgh. Students in this phase complete the remainder of their course work via distance education. After graduating from MUM, he plans to pursue a PhD in computer science.

“The focus on self-development along with educational qualities is fascinating at MUM,” Mohamed said. “Transcendental Meditation helps me to develop my inward capabilities and to enhance my emotional stability.”

RUNNING CLUB WINS FIRST PLACE IN TEAM COMPETITION

For the fourth time out of the last five years, the MUM running club won the timed team award in the 17th annual Southeast Iowa Susan Komen Race for the Cure in Ottumwa, which had over 2,000 participants.

The timed team competition is based on the combined times of a team’s five best runners in the 5k competition. MUM’s team time was 1:42:49, beating the second-place team of John Deere at 1:48:30.

Khongor Enkhbold (above right) and Khasan Bold (above left), students from Mongolia in the MS in computer science, both scored in the top 10 in a national computer programming competition, earning an all-expenses-paid trip to Silicon Valley, where they met with the other winners and also met with technology companies.

Over 400 students participated, from schools such as Carnegie Mellon, Harvard, Princeton, Purdue, MIT, and the University of California-Berkeley. Mr. Bold seventh. The competition was sponsored by companies such as Amazon, Facebook, Twitter, and Dropbox.

On a chilly, windy day, the 19 club members won three trophies, six medals, and a plaque for participation. They also won first-place trophies in races held at Jefferson County Park, Indian Hills Community College in Ottumwa, Fairfield’s Waterworks Park, Lacey Keosauqua Park, and Jefferson County’s 16-mile loop trail.

COMPUTER STUDENTS WIN ALL-EXPENSES-PAID TRIP TO SILICON VALLEY

While in California, the students had the opportunity to tour 14 different companies in the San Francisco Bay Area. Offered by a company called Hacker-Rank, the "hackathon" consisted of six challenges, which were a mix of algorithm puzzles, single and multiplayer games, approximate algorithm challenges, and a "code golf" challenge.

The first challenge, for example, was to "Compute the leibniz estimation of pi using the shortest possible code."
School students win top awards in state creativity competition

Again this year Maharishi School students performed well at the state level in the international Destination Imagination creativity competition.

Eight Maharishi School teams took the top award in a number of categories, qualifying them to represent Iowa at the global competition in Knoxville, Tennessee.

Destination Imagination is a non-profit, volunteer-run organization dedicated to encouraging teams of learners to have fun, take risks, focus, and frame challenges, all the while learning patience, flexibility, persistence, ethics, respect for others and their ideas, and the collaborative problem-solving process.

School tennis team sets state record

The Maharishi School boys tennis team had another stellar year, making it to the final four of the state team competition for nine straight years — an all-time record in Iowa high school tennis.

The team finished third at state, while the team’s top player, Sam Stickels, earned third place in the state singles competition.

School selected to perform at state speech festival

Two of Maharishi School’s entries were selected to perform at the annual All-State Speech Festival: a one-act play, The Elephant Man, and a choral reading performance entitled Dream Song.

Of the 43 Maharishi School students who performed at the regional competition, 20 ended up performing at the prestigious State Festival. In addition, one of the School’s group improvisational teams was honored by judges as an “Outstanding Performance” at the regional competition.

School student named National Merit Scholar Finalist

Maharishi School senior Laser Nite was named a National Merit Scholar finalist and was accepted to MIT. Only about 1,300 students are designated finalists out of over 160,000 students nationwide who enter the program each year.

The National Merit Society’s mission is to promote a wider and deeper respect for learning for exceptionally talented individuals, and to spotlight them for scholarships.

28 boarding students enrolled

The number of boarding students attending Maharishi School continues to grow, with 28 attending this past year — 30% of the total enrollment in the Upper School.

Eighteen of the students came from China. Other countries included Germany, South Africa, and Mexico. US boarding students came from New York, South Carolina, Texas, and California.

Because some of the students graduated, the total number of boarding students for the 2013/14 academic year is 27.
Dr. Travis speaks at New York Academy of Sciences

Neuroscience researcher Fred Travis was among nine leading meditation researchers invited to present at a conference in January 2013 organized by the New York Academy of Sciences, the third oldest scientific society in the United States with more than 25,000 members worldwide.

Speaking to an audience of over 150, Dr. Travis explained that different meditations have different effects, and that the Transcendental Meditation technique leads to the experience of pure consciousness.

He showed how this experience has been demonstrated both quantitatively, with hard scientific evidence, and qualitatively, via reports of subjective experience.

Dr. Travis read out some of the experiences of his subjects who were experiencing transcendental consciousness during activity. “They were especially moved and inspired by these experiences,” Dr. Travis said.

“Some of those attending said they had read all my papers,” he said. “I was almost taken aback by their effusive public appreciation.”

He said he’s the only researcher empirically studying higher states of consciousness, and that other researchers appreciate the long history of research on the Transcendental Meditation technique and how it has created a foundation for researching higher states of consciousness.

As a result of his presentation, he was invited to the famed Esalen Institute in California to participate in a five-day working conference involving 20 top meditation researchers discussing the future of meditation research.

Dr. Travis has also been presenting internationally, including speaking tours in Germany and Australia. He spoke at public venues and universities, with each talk including an EEG demonstration. The tours resulted in many people learning the Transcendental Meditation technique, media coverage, and potential research projects and collaborations.

At his public lectures he spoke about the brain function, reduced stress, and enhanced creativity. His more academic presentations focused on assessing higher states of consciousness. All talks reviewed various categories of meditation and how the Transcendental Meditation technique changes the brain.

A study conducted at the University of Pennsylvania and coauthored by Sandy Nichich found that the Transcendental Meditation technique improved physical, social, and emotional well-being in patients with the HIV virus. The six-month, randomized, controlled trial, which appeared online in the journal AIDS Care, involved 22 subjects.

• Quantum phenomena and consciousness

Fred Travis published a paper in the journal NeuroQuantology in which he posited a role for quantum phenomena in modulating activity within those thalamocortical loops that are closely tied to conscious experience. He suggested that the experience of pure consciousness during practice of the Transcendental Meditation technique could reflect dampening of reverberations in the thalamic nuclei involved with processing sensory input while maintaining reverberations in thalamic nuclei involved in maintaining wakefulness.

• Trust development and social responsibility

Sabita Sawhney, assistant professor of management, gave presentations at international conferences in Bali, Indonesia, New Delhi, India, where she was a keynote speaker, and Florida. Her topics included trust and supply chain management; socially responsive business strategies; and the impact of self-development modalities on trust development.

• Empathy and transcendence

A chapter by Dennis Heaton and Fred Travis, titled “Consciousness, Empathy, and the Brain,” was included in a book titled Organizing Through Empathy and published by Routledge, a leading academic publisher. Their chapter describes the research of MUM’s Center for Brain, Consciousness and Cognition, which has explored how experiences of transcendence are associated with more integrated functioning in the brain, higher levels of moral development, and positive psychological health.

• Nature and consciousness

Literature professor Adile Eisen presented a paper at the annual conference of the College English Association in Savannah. Titled “Nature, Memory, Consciousness, and Peace: A Reading of W.G. Sebald’s Rings of Saturn,” her paper discussed the importance of memory and the act of remembering — of past events and of one’s connectedness to nature — and the urgent need to align oneself with a higher consciousness.

• Managing for sustainability

Businesses today must take into consideration the “big picture” and not only be accountable for financial results, but also social and environmental results, contended Dennis Heaton in an editorial in the Journal of Business & Hotel Management. Transformation to new business practices depends on the capability of management education to cultivate sustainable minds attuned to the larger system of nature that nourishes all life and growth.

• Food safety, GMOs, sustainable agriculture

David and Mabel Fisher were among several faculty who presented at the World Hindu Summit in Bali, Indonesia. They presented on the dangers and economics of genetically modified organisms in agriculture, food safety testing, Maharishi Vedic Organic Agriculture, the differences between conventional and organic agriculture, and MUM’s Sustainable Living Center.

Research & Presentations
Legacy Society

The Legacy Society of Maharishi University of Management was created to honor those individuals who have the foresight and generosity to invest in the future of the University and help ensure our financial security by including MUM in their estate planning through: gifts by will (bequest) or trust, gift annuities, charitable remainder trusts, lead trusts and gifts of life insurance and retirement plans.

We honor the following individuals and families as members of the Legacy Society.

- Diane Atkinson
- Vincent and Maggie 398 Ageroe
- Linda Arnesen
- Jeffrey and Virginia Barnes
- Tom and Kathy 366 Brooks
- Jay Chomitz
- Joel and Kathleen Cook
- Tom and Kathy 366 Brooks
- Gail Custard
- Joel and Kathleen Cook
- Jay Chesnut
- Tom and Kathy 366 Brooks
- Lindy Atzenweiler
- Diane Aitchison
- Gallagher Family Trust
- Cathy Cariss
- Bryan and Patty Hancock
- Shopley Hansen
- Shawn Herman
- Scott and Vicki Ferreiro
- Donald Huskley
- Lou Hissa
- Bob Iverio
- Joe and Valerie Janlois
- Jim Karpyn
- Carolyn King
- Brett and Jane 366 Lazzareschi
- Donald and Sherry 366 Lewske
- Izabelle Levi
- Alan and Melanie Levitan
- David and Martha Lipson
- Bob and Sharon Lipson
- Barbara McLeish
- Bevani Morris
- Gordon Morris
- Jennie Nichols
- Joe and Sue Overmyer
- Reilly and Patricia Platt
- Joe 80 and Smita Prero
- Nick and Sandra 366 Rosania
- Tom and Amy Ruff
- Donald Sloan 83
- Gary and Susan Trout
- Michael and Rosemary Sprank
- David 82 and Marilyn 366 Tish
- Dan 39 and Susan Tracy
- Tom Turpin
- Nancy Watkins
- Barack Obama
- Harold and Stephanie Wilson
- Randy 3’ and Margot 86 Wood
- Sandra Woodhill
- Jonathan 79 and Kathleen 03 Woroner
- Walter Zimmermann
- Mista Avante

A number of members have chosen to remain anonymous.

If you have not yet notified us that you have included the University in your will or estate plan, please send an email to plannedgiving@mum.edu and we will honor you as a member of the Legacy Society.

Best of Both Worlds

A Superior Risk-Free Return on Your Savings

MUM’s gift annuities are fully guaranteed by major insurance companies rated “Superior” by A.M. Best, including:

- MetLife
- The Hartford
- Prudential
- The Northwestern Mutual Life
- Americo
- Transamerica
- Lincoln
- South Carolina Life
- Mass Mutual
- New York Life
- Allianz

COMPARISON

<table>
<thead>
<tr>
<th>Annuity</th>
<th>Annual Return on Investment</th>
<th>Guaranteed Quarterly Payments</th>
<th>Guarantor’s Financial Strength Rating of Superior</th>
<th>Tax-Free Income &amp; Deduction</th>
<th>Supports MUM Expansion</th>
</tr>
</thead>
<tbody>
<tr>
<td>MUM Gift Annuity</td>
<td>4.40%</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
</tr>
<tr>
<td>5-Year Jumbo CD</td>
<td>0.93%</td>
<td>No</td>
<td>Some</td>
<td>No</td>
<td>No</td>
</tr>
<tr>
<td>10-Year T-Bond</td>
<td>1.73%</td>
<td>No</td>
<td>No</td>
<td>No</td>
<td>No</td>
</tr>
</tbody>
</table>

How it works:

- You make a gift to MUM (at least $10,000).
- You receive quarterly annuity payments at a rate much higher than other secure investments such as CDs and Treasury bonds.
- Payments continue throughout your lifetime— and if applicable, your spouse’s as well.
- Your income is fully guaranteed by a top-rated insurance company.
- You receive major tax benefits.
- A portion of your annuity income is tax-free.

Visit www.mum.edu/annuity, and check our user-friendly calculator to see your annuity rate and tax benefits.

For more details, contact Nick Rosania or David Todd at 641-472-1180, or email us at annuity@mum.edu.

The Legacy Society of Maharishi University of Management

2013

GRADUATION AWARD WINNERS:

ALUMNI DISTINCTION AWARD: NYNKE PASSI (NÉE DOETJES) ’86

Nynke Passi received her Bachelor’s Degree in Literature from MUM in 1986 and joined the faculty of the Literature Department in 1999. Her creative writing classes are typically filled to capacity by students from a broad range of majors. Whether she’s teaching poetry, graphic narrative, or memoir writing, Ms. Passi is more than a teacher; she is a mentor, confident, and wise.

With compassion and care she guides students in expressing their creativity through language—she inspires students to be bold of majors. Whether she’s teaching poetry, graphic narrative, or memoir writing, Ms. Passi is more than a teacher; she is a mentor, confident, and wise.

CAREER AND LIFE COACHING NOW AVAILABLE TO ALUMNI

When guiding students and alumni on career and life planning issues, Steve Langerud, MUM’s new career planning expert and Deputy Director of Global Development, favors an “inside-out” approach.

“Graduates seeking their first real-world jobs are bombarded by information and input. They’re immersed in work content, skills development, relationships, cultural change, and geographic change,” Mr. Langerud says.

Mr. Langerud’s coaching method successfully leads people through career transitions regardless of whether they are recent grads looking for a first job or they are exploring a career change after many years of employment.

“My job,” he says, “is to help alumni reframe the question of ‘what should I do?’ into a process—one that begins with self-examination and self-discovery. Working from the inside out means first getting to a place of being at peace with who you are, then figuring out which skills you like to use, who you want to be around, and what environments energize you. Uniquely...

2013

INTRODUCING CAREER EXCELLENCE SERIES

To provide career support to both students and graduates, the MUM Alumni Association and the Career Services Department have partnered to create the Career Excellence Series, which launched in January with Jim Foglia’s presentation: “Becoming a Professional Human Being.”

Jim (class of 2011) serves as an executive coach to Fortune 500 company leaders and as a Global Mentor for the World Bank, coaching entrepreneurs worldwide.

“The goal of the Career Excellence Series is to show our students how developing their highest potential leads to great careers and to allow them to meet and network with our successful alumni,” says Jan Siedler, Director of Career Services.
1975
Hal Goldstein, Fairfield, IA
Instructed an MUM class, The Successful Entrepreneur, and included local business leaders as presenters.

1978
Steve Yellin, Fairfield, IA
Conducted a PGA and LPGA Quiet Mind Golf Certification program at Rick Mc- Cord’s Golf Academy in Orlando. See his website at quietmindgolf.com.

1981
Bruce Steve Verney, South Wellfleet, MA
Published The Best of All Possible Worlds, a novel dedicated to Maharishi Mahesh Yogi and inspired by his teachings.

1982
Rustin Larson, Fairfield, IA
Signed a contract with The New Yorker for the publication of his poem, “The Philoso-

1986
Cynthia Arenander, Fairfield, IA
Founder and product formulator, Anti-

1988
Dominik Strobel, Fairfield, IA and Basel, Switzerland
Connecting alumni and the Fairfield community with the worldwide Lyness Community Shopping Network to ben-

1989
Anne Melfi, Atlanta, GA
Received a grant from Georgia State Uni-

1992
Vivek Narula, Minneapolis, MN
Director of Neighborhood Forest, a social venture dedicated to giving free trees to schoolchildren every Earth Day, intends to donate and plant 10,000 trees across Minnesota in 2014 along with his brother Vikas.

1993
Shana Cordon, Boulder, CO
Performed her one-woman show, Danc-

1994
Richard and Julie (née Levin) Caro, Ashville, NC
Celebrated the birth of their second son, Jevie Daniel Caro on March 27, 2013.

1995
Yann Giguere, Brooklyn, NY
Owner of Mokushi Woodworking, spe-

1996
Theo Malekin, PhD, Urbana, IL
PhD graduate, The University of Glasgow Center for Literature

1999
Sylvia Valentine, Santa Cruz, CA
Won Best Photographer in the Santa Cruz Weekly and runner-up in the Good Times Poll. Her photo was chosen from 30,000 entries for the Nature Conservation

2001
Johan Svenson, Fairfield, IA
Married Michelle Montgomery

2002
Ann Erwin, Salt Lake City, UT
Pursuing an MA in Occupational Therapy at the University of Utah

2003
Deja Bernhardt, Austin, TX
Writer, director, and star of her TV show, “Returning to Anand” filmed in Fairfield, also featured guest lecturer for MUM’s video editing class.

2006
Lyric Benson, Ojai, CA
Garnered rave reviews for her lead role in Cabaret at Fairfield’s Son Shepard Theater.

2007
Anna Bruen, Ames and Fairfield, IA
Enrolled in the Community & Regional Planning and Sustainable Agriculture MS program at Iowa State University, and serves as Project Coordinator for the Fair-

2008
Michael and Rachel (née Gibson) Cook, Fairfield, IA
Welcomed their first child, Hazel Hypatia Cook

2009
Colleen Gibson, Fairfield, IA
Passed away unexpectedly on April 11, 2013. We will always remember her smile, her caring, and her readiness to give. Thank you for sharing your light with us, Colleen.

2010
Adam Delfiner, Kardinya, Australia
Married Natalie Brown 10, February 2013 and both recently became TM teachers

2012
Urks Dolinar, Bad Ems, Germany
Ayuvedic Technician at the Maharishi Ayurveda Health Centre, Bad Ems

2013
Grace Hartnett, New York, NY
Owner of Art House Vintage, an online vintage clothing store run by a group of fashion obsessed, thrifty young women. Visit her Facebook page, Art House Vintage

MATTIEW LINDBERG-WORK, FAIRFIELD, IA
CLASS SECRETARY FOR CLASSES 2012 & 2013

Every year, the Alumni Association awards the Outstanding Service Award to a graduating student who has dem-

2014
Yann Giguere, Brooklyn, NY
Owner of Mokushi Woodworking, spe-

2015
Julia Ross, New York, NY
Accepted to Stella Adler Conservatory in New York City

2016
Jim Bagnola, Austin, TX
Guest lecturer for MUM’s Leadership For-

2017
Navin Narula, Minneapolis, MN
Director of Neighborhood Forest, a social venture dedicated to giving free trees to schoolchildren every Earth Day, intends to donate and plant 10,000 trees across Minnesota in 2014 along with his brother Vikas.

2018
Sasha Corduroy, Burlington, IA
Performed her one-woman show, Danc-

2019
David Bickley, Fairfield, IA
Owner of Art House Vintage, an online vintage clothing store run by a group of fashion obsessed, thrifty young women. Visit her Facebook page, Art House Vintage

2022
Matthew Lindberg-Work

Every year, the Alumni Association awards the Outstanding Service Award to a graduating student who has dem-

Note: May be edited for length.
### Vision Statement

Maharishi University of Management will gain significant worldwide recognition by government leaders, educators, and prospective students as the leading institution offering Consciousness-Based education, producing the highest level of positive student outcomes – enlightened graduates who excel in their careers and provide leadership in creating a peaceful, prosperous, and sustainable world.

As a mark of its recognition, Maharishi University of Management will have increased its collaborative relationships with colleges and universities worldwide and will have inspired other schools to adopt the Consciousness-Based approach to education. Consciousness-Based education will be increasingly recognized as the new standard of quality in education. The University will achieve a worldwide enrollment of 60,000 students, including 10,000 at its Iowa campus.

The Iowa campus will feature student residences and classroom buildings using state-of-the-art sustainable design in accord with the principles of Maharishi Vedic Architecture. It will be powered by renewable energy sources, including solar, wind, and geothermal. And it will feature beautiful pedestrian walkways, gardens, and an outdoor amphitheater, all in harmony with the local natural setting.

### Strategic Priorities

**Academic Quality and Reputation**

Faculty with great expertise in Consciousness-Based education will teach the most advanced knowledge in their field, and gain national and international recognition.

**Expanded Enrollment**

10,000 full-time students at our Fairfield campus and 50,000 through online and site-based distance education. Merit-based scholarships for 50% of the students to attract outstanding candidates from a diverse geographic and cultural background.

**Increased Financial Strength**

$600,000 endowment per full-time-equivalent student. Average revenue per student will increase. Fixed and semi-variable expenses maintained below 40% of total budget. Working capital reserves of 50% of the operating budget.

**Development of Consciousness**

All faculty, staff, and students are practicing Maharishi’s programs for the development of consciousness. 75% practicing the TM-Sidhi programs daily in group practice, along with 2,500 Invincible America participants, 2,500 Maharishi Vedic Pandits, and other community members to achieve 8,000.

## Five-Year Financial Projections

<table>
<thead>
<tr>
<th></th>
<th>Actual 2013</th>
<th>Year 1</th>
<th>Year 2</th>
<th>Year 3</th>
<th>Year 4</th>
<th>Year 5</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>June 30</td>
<td>2014</td>
<td>2015</td>
<td>2016</td>
<td>2017</td>
<td>2018</td>
</tr>
<tr>
<td><strong>Full Time Teaching Faculty</strong></td>
<td>63</td>
<td>68</td>
<td>71</td>
<td>74</td>
<td>80</td>
<td>87</td>
</tr>
<tr>
<td><strong>Total Students</strong></td>
<td>1,275</td>
<td>1,301</td>
<td>1,459</td>
<td>1,679</td>
<td>1,865</td>
<td>2,053</td>
</tr>
<tr>
<td><strong>Total Students in Fairfield</strong></td>
<td>693</td>
<td>727</td>
<td>789</td>
<td>873</td>
<td>953</td>
<td>1,071</td>
</tr>
<tr>
<td><strong>Average Student Fees</strong></td>
<td>$16,700</td>
<td>$16,748</td>
<td>$16,819</td>
<td>$17,217</td>
<td>$17,599</td>
<td>$18,037</td>
</tr>
</tbody>
</table>

(All numbers below are in thousands)

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>New Endowment Principal</strong></td>
<td>2,586</td>
<td>3,000</td>
<td>4,000</td>
<td>8,000</td>
<td>10,000</td>
<td>15,000</td>
</tr>
<tr>
<td><strong>Total Pledges</strong></td>
<td>6,000</td>
<td>8,000</td>
<td>25,000</td>
<td>33,000</td>
<td>41,000</td>
<td>45,000</td>
</tr>
</tbody>
</table>

### Revenues:

- **Student Fees**: 11,632, 12,092, 14,271, 16,371, 18,615, 21,107
- **Endowment Income & Other Donations**: 1,030, 1,890, 967, 979, 1,027, 1,240
- **Annual Fund**: 2,130, 2,100, 2,100, 2,150, 2,200, 2,200
- **Other Revenue**: 1,512, 1,530, 1,525, 1,550, 1,575, 1,600

Total Income from Operations: 16,304, 17,612, 18,863, 21,050, 22,519, 25,079

### Expenses:

- **Instruction, Student Services & Academic Support**: 3,593, 4,138, 4,737, 5,381, 6,016, 6,856
- **Student Recruiting**: 1,523, 1,580, 1,833, 1,948, 2,075, 2,299
- **Fixed & Semi-Variable Costs**: 11,612, 12,092, 14,271, 16,371, 18,615, 21,107

Total Operational Expenses: 16,728, 16,860, 18,579, 20,391, 22,519, 25,079

Net Cash Flow (Increase in Cash Reserves) from Operations After Additional Strategic Allocations As Detailed Below

Increase in Cash Reserves: (424), 752, 285, 660, 898, 1,068

### Development of Consciousness

All faculty, staff, and students are practicing Maharishi’s programs for the development of consciousness. 75% practicing the TM-Sidhi programs daily in group practice, along with 2,500 Invincible America participants, 2,500 Maharishi Vedic Pandits, and other community members to achieve 8,000.

### Strategic Plan Summary

**Increased Financial Strength**

$600,000 endowment per full-time-equivalent student. Average revenue per student will increase. Fixed and semi-variable expenses maintained below 40% of total budget. Working capital reserves of 50% of the operating budget.

**Increased Enrollment**

10,000 full-time students at our Fairfield campus and 50,000 through online and site-based distance education. Merit-based scholarships for 50% of the students to attract outstanding candidates from a diverse geographic and cultural background.

**Academic Quality and Reputation**

Faculty with great expertise in Consciousness-Based education will teach the most advanced knowledge in their field, and gain national and international recognition.

**Expanded Enrollment**

10,000 full-time students at our Fairfield campus and 50,000 through online and site-based distance education. Merit-based scholarships for 50% of the students to attract outstanding candidates from a diverse geographic and cultural background.

**Development of Consciousness**

All faculty, staff, and students are practicing Maharishi’s programs for the development of consciousness. 75% practicing the TM-Sidhi programs daily in group practice, along with 2,500 Invincible America participants, 2,500 Maharishi Vedic Pandits, and other community members to achieve 8,000.

**Increased Financial Strength**

$600,000 endowment per full-time-equivalent student. Average revenue per student will increase. Fixed and semi-variable expenses maintained below 40% of total budget. Working capital reserves of 50% of the operating budget.

**Increased Enrollment**

10,000 full-time students at our Fairfield campus and 50,000 through online and site-based distance education. Merit-based scholarships for 50% of the students to attract outstanding candidates from a diverse geographic and cultural background.

## Vision Statement

Maharishi University of Management will gain significant worldwide recognition by government leaders, educators, and prospective students as the leading institution offering Consciousness-Based education, producing the highest level of positive student outcomes – enlightened graduates who excel in their careers and provide leadership in creating a peaceful, prosperous, and sustainable world.

As a mark of its recognition, Maharishi University of Management will have increased its collaborative relationships with colleges and universities worldwide and will have inspired other schools to adopt the Consciousness-Based approach to education. Consciousness-Based education will be increasingly recognized as the new standard of quality in education. The University will achieve a worldwide enrollment of 60,000 students, including 10,000 at its Iowa campus.

The Iowa campus will feature student residences and classroom buildings using state-of-the-art sustainable design in accord with the principles of Maharishi Vedic Architecture. It will be powered by renewable energy sources, including solar, wind, and geothermal. And it will feature beautiful pedestrian walkways, gardens, and an outdoor amphitheater, all in harmony with the local natural setting.
Visit MUM’s New Video Café  The new MUM website offers videos on all facets of the University.  
www.mum.edu/video-cafe

Watch Videos of Renowned Speakers  A new video series has launched with talks on consciousness by top speakers.  | www.consciousnessstalks.org

Watch Live-Streamed Videos of Special Presentations  Talks from MUM’s Enlightened Speakers Series are streamed live.  
www.mum.edu/mumtv

Learn about MUM on Your iPhone or iPad  You can read MUM publications such as the Viewbook and the MUM Alumni brochure and watch videos via your iPhone or iPad. Search for “MUM Admissions” in the App Store.  | tinyurl.com/cx5b2kr

Join the Invincible America Assembly  Enjoy extended practice of the Transcendental Meditation and TM-Sidhi programs in the Golden Domes.  | invincibleamerica.org

Sign Up for Monthly Visitors Weekends  For prospective students and parents.  
www.mum.edu/visitors

© 2014 Maharishi University of Management • Transcendental Meditation®, TM-Sidhi®, Yogic Flying®, Science of Creative Intelligence®, Maharishi Vedic Science, Maharishi Vedic, Consciousness-Based, Maharishi Invincibility Institute, Maharishi School of the Age of Enlightenment, Maharishi International University, and Maharishi University of Management® are protected trademarks and are used in the U.S. under license or with permission.