Magic Show by Admissions Rep Draws Crowds at College Fair

A routine college fair, in which school representatives distribute information to interested high school students, took on quite a different character recently, when Admissions Officer Luke Hillis decided to use his magic act to draw attention to the MUM booth.

Dressed in the tuxedo he uses for performing, he was delighted when crowds of young people gathered around to watch. Since MUM is unfamiliar to high school students, the other booths usually get more visitors.

“I was drawing in crowds of high school students so big that the ones in the back couldn’t see,” Mr. Hillis said. “They laughed, smiled, and gasped. And then I told them about MUM. How awesome MUM is. What we stand for and what we offer. Why students love MUM.”

The response was extremely positive, with over 40 prospective students filling out contact cards. In the “reason for interest” section, they wrote things such as “developing inner happiness,” “the meditation,” and “the people seem nice.”

One group of students, from a high school in Cedar Rapids, was so impressed they asked Mr. Hillis if they could have their picture taken with him.

“It was great, and I’ve been flying high ever since,” Mr. Hillis said. “Amen to living boldly and giving one’s gift.”

Mr. Hillis recently received his MBA from MUM. He has been performing magic since he was a child.

CONTINUED ON PAGE 2

Maharaja Gives Plenary Address at Chicago Conference on Business and Spirituality

A biennial conference focused on business and spirituality recently featured a number of MUM faculty presentations, including a keynote address by Tony Nader, MD, PhD — Maharaja Adhiraj Rajaraam — who heads Maharishi’s organizations worldwide.

Held in Chicago, this year’s annual meeting of the ISOL (Integrating Spirituality and Organizational Leadership) Foundation was a collaboration between that organization and the MUM college of business.

The goal of this international conference was to focus on global economic development through integrating spirituality with management practices, said MUM professor Anil Maheshwari, one of the organizers.

CONTINUED ON PAGE 2

Maharaja Adhiraj Rajaraam, second from right, speaks with Subhash Kak, left, professor of computer science and Vedic scholar from Oklahoma State University, MUM professor Dennis Heaton, and Shanmugamurthy Lakshmanan, Harvard University.
It was held at the Art Institute in the same hall in which Swami Vivekananda gave his famous speech at the World Parliament of Religions in 1893.

As plenary speaker, Maharaja spoke of the complete congruence between the structure of Veda and the structure of human physiology. He explained that the brain is the instrument for cognizing the wholeness of knowledge — and that the brain can be purified through regular transcendence using the Transcendental Meditation® technique to align with natural law and achieve great happiness.

Craig Pearson, MUM executive vice-president, explained that all problems and challenges in life are due, fundamentally, to human beings being disconnected from the unbounded ocean of creativity and intelligence within us all — and therefore that the fundamental solution to all problems is to reestablish this connection. This is done through the experience of transcending. Of all the meditation techniques available today, he said, the Transcendental Meditation technique gives this experience of transcending effortlessly and naturally.

MUM Trustee Jeffrey Abramson spoke about the value of Maharishi Vastu® architecture and was honored with the ISOL Award for Sustainable Development and Ecosystem Management.

Professor Dennis Heaton said that connecting with the unified field is the basis for sustainable business practices. Dr. Maheshwari spoke on the confluence of leadership, Veda, and technology and said new models of leadership should lead towards expansion of happiness.

Mohan Gurubatham spoke about the difficulty of intellectually knowing the results of one’s actions and the need to develop intuition via transcending the intellect through the Transcendental Meditation technique. Fairfield entrepreneur Stuart Valentine took a spiritual view of finance and investment and how it’s possible to use finance in the service of human development.

“MUM came in for enormous praise as an organization that by design promotes raising the level of consciousness as part of the education process and daily living,” Dr. Maheshwari said.

MUM has launched a new online journal, International Journal of Mathematics and Consciousness, with the goal of examining consciousness from the point of view of mathematics.

The inspiration for the journal came from Professor Tony Nader, MD, PhD — Maharaja Adhiraj Rajaram — who has written numerous books on the expression of Veda and the Vedic literature in the human physiology. Maharaja is both the founder and editor-in-chief.

“Maharaja is very interested in working with mathematicians to develop ways to describe consciousness and higher states of consciousness using mathematics, as well as to put concepts from the Vedic literature into a mathematical framework,” said Cathy Gorini, professor of mathematics at MUM and executive editor of the journal.

In his introduction to the journal, Maharaja writes: “Mathematics is a fundamental and indispensable tool of all sciences, while at the same time it is an expression of abstract human awareness and intellect. It is, therefore, the most precise scientifically reliable tool in the exploration of the dynamics of consciousness. It can be seen as the precise abstract representation of consciousness at work.”

The first article to be published in the journal is by Maharaja and entitles “Consciousness Is All There Is: A Mathematical Approach with Applications.” It begins a series of papers aimed at solving the question of how the physical universe emerges from consciousness.

“The journal is also a catalyst for the development of a comprehensive mathematical foundation for the science of consciousness, analogous to the set-theoretic foundation for the science of mathematics,” said John Lediaev, emeritus associate professor of mathematics at the University of Iowa and associate editor of the journal. “This development is possible because the universal elements of mathematics mirror those of consciousness.”

The journal welcomes articles from all mathematicians and scientists, presenting their theories of consciousness using the rigorous approach of mathematics. The editorial board is composed of faculty members Anne Dow, Paul Corazza, and John Hagelin, as well as professors from other universities.


FROM THE FOUNDER

“The process of thinking is what makes the action succeed or fail. If the thinking is more profound at its base, then the action will be bringing the results quickly — quick, quick results. All the obstacles and all that are because the root of thought, the basis of thinking, is not proper. Like that, you can keep on watering different parts of the tree, but unless you water the root, you don’t nourish the whole tree.”

— Maharishi Mahesh Yogi, July 12, 2006 press conference

MUM Inaugurates Journal on Mathematics and Consciousness

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BA in Business Named One of Top 50 in U.S.

The Best Value Schools website has named MUM’s bachelor’s program in business administration to their list of Top 50 “Best Value” business programs at small colleges in the United States.

The recognition was based on an initial screen according to selectivity (accepting fewer than 50% of applicants) and institution size (fewer than 3,000 students). The final selection was based on net price paid by students.

The website said the program is also noted for its “cultivation of individual character.”

The aim of Best Value Schools is to help students identify the most affordable competitive small colleges in the US for a degree in business.

The website identifies schools and degree programs that can provide the most available financial aid and assistance, the greatest support and service, the highest return on investment, and the best overall value.

Sustainable Living Center Recognized by United Nations

A two-page case study of MUM’s Sustainable Living Center is being included in a new 160-page PDF book published by the United Nations that helps to “inspire, encourage, and support universities to develop and implement their own transformative strategies for establishing green, resource-efficient, and low carbon campuses.”

Titled Greening Universities Toolkit V2.0, the book details strategies and tactics that universities around the world can use to reduce their carbon footprint, address climate change, increase resource efficiency, enhance ecosystem management, and minimize waste and pollution.

The final chapter of the book includes 60 pages of “global exemplars” — two-page case studies of “exemplary campus greening initiatives.”

The Sustainable Living Center case study includes a photo of the building, a description of MUM, the issues the building was intended to solve (students studying sustainability in a building that wasn’t itself sustainable), and extensive detail about the building.

V2.0 of the Toolkit will be available soon free at tinyurl.com/p22nsy.

Website Elucidates Over 700 Maharishi Vedic Science Terms

Launched last summer, the Maharishi Vedic Science Thesaurus provides access to over 700 alphabetically arranged terms from Maharishi Vedic ScienceSM.

Created by emeritus University librarian Craig Shaw, the thesaurus offers a description of each term or a related quote from Maharishi, as well as links to websites where the term is described in more depth. The entries also include links to related books, videos, and scientific research, as well as to hierarchically related thesaurus terms.

Low-Cost Taxi Service

Cost: $2 each way within city limits. Call: to schedule, 1-800-227-6390. 9:00 a.m.–6:00 p.m., Monday–Friday.

House for Rent

3 BR/2 Bath MSV home at 52 E. Golden Lane. $1200/mo, plus utilities. Includes garage space and reserved parking. Owner pays lawn care. Deposit, references, and lease required. Contact Margie at ERA Fairfield Real Estate 641-472-2353 or 919-2345, or email margie.padget@hotmail.com.

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Sustainable Living Center Gets Sundial

A large sundial has been installed on the south side of the Sustainable Living Center, thanks to donations from an anonymous donor, the Viyu Foundation, and Creative Edge.

Unlike usual sundials, which can only indicate local solar time, this sundial is able to give watch time because it has been mathematically corrected to take into account factors such as longitude and Daylight Savings Time.

Fabrication was by Creative Edge and John and Mark Stimson.
**Student Song Goes Viral**

A single with lyrics by student Tara De Santis has gone viral, with over 28,000 views on Soundcloud.com the first month it was released.

An indie dance song but with a flavor of electronic dance music, the single was produced by Saxton, a music producer in Maine, and is about love and hope for the future.

Ms. De Santis began writing lyrics at the age of 15, but it was only in her course on digital music production last November in the MA in media and communications that she realized she wanted to be involved in the music industry and to pursue her dream of writing music.

She said there has been very little promotion of the song.

“We just wanted to freely share the fruit of our labor with the world,” she says. “We never expected such a good response from the public, but we feel blessed and privileged. It’s so exciting!”

Soundcloud is an online platform for artists to upload, record, promote, and share worldwide their original sounds.

At first the collaboration was just for fun, a personal project, she said.

“I wanted to see how it would feel to write some lyrics, to record them in a studio, and then to collaborate with an experienced producer. I ended up loving the experience, and, due to the unexpected success of the song, Saxton and I plan to collaborate on many other projects, including a music video.”

Titled “Aurora,” the song can be heard at tinyurl.com/q3bhhw7.

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**Alumna Wins Peace Award**

Devanna De La Puente (B.A. in business, 2003) recently won the 2015 Marsh Award for Innovation in Peacemaking and Peacekeeping in recognition of her work in preventing and responding to sexual and gender-based violence in the context of disasters and conflict in the Asia-Pacific region.

The award, made in association with Wilton Park, the British forum for global change, was presented at a ceremony in Bangkok by the British Ambassador to Thailand.

Created in the United Kingdom by Brian Marsh, chairman of the Marsh Christian Trust, the Marsh Award honors “extraordinary, unsung heroes.” It recognizes an individual from outside the UK whose work makes an “innovative difference” to areas of conflict and peacemaking.

Ms. De La Puente works for the United Nations Population Fund and has played a key role as the Interagency Regional Emergency Gender-Based Violence Advisor for Asia and the Pacific as part of a global effort to protect women.

Most recently she led violence prevention and response efforts for the UN Population Fund and other partner organizations following Cyclone Pam in Vanuatu in March and the Nepal earthquake in April.

Other crisis situations she has been involved in include Typhoon Haiyan in the Philippines, conflict and communal violence in Myanmar, and long-running conflict situations exacerbated by natural disasters in Pakistan and Afghanistan.

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**Join the Healthiest State Walk**

Everyone is invited to join MUM’s 4th annual Healthiest State 1K walk, Wed, Oct. 7, at 12 noon. Meet in front of the Argiro Center. Allow 15 minutes.

1 kilometer is approximately 1,250 steps and takes about 15 minutes. Iowans in hundreds of locations will be walking to emphasize Iowa’s commitment to good health.

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**Receive Campus Events via Email**

Send an email to domenews@mum.edu to sign up to receive campus events and announcements via email.