Recent Tree Planting Expected to Slow Traffic on Highway 1 Through Campus

Late last month 29 additional trees were planted along the west side of Highway 1 where it enters campus from the north—a move that’s expected to have a calming effect on traffic.

According to City Councilman and alumnus Michael Halley, the University has long wanted to reduce the speed on Highway 1 through campus, but was told by the Iowa Department of Transportation (DOT) that speed limits are determined by the average speed of 85% of drivers. Research has shown that deviating from this actually increases accidents.

The recommendation by DOT was that Fairfield and the university introduce traffic-calming measures, and referred those concerned to the Iowa State County Extension Office. Research has found that drivers will automatically reduce speed if they have a feeling they are entering a residential area.

Based on feedback from that office, and working with urban planners, Fairfield and MUM developed a plan to implement specific measures. That plan includes a large limestone sign saying “Fairfield” near the footbridge on the north side, so that drivers know they’re entering the city.

Then past the footbridge, trees are being planted along both sides of the highway to give the feeling of a boulevard.

“They’re planted in rows, in a way that’s clear to drivers that this is man-made,” Mr. Halley said. “It triggers the brain that they’re leaving the country and entering the city. The sign will also reinforce this.”

In addition, the trees are being planted in a very specific pattern. As vehicles drive south through campus, they will first pass larger trees spaced farther apart, and then will pass shorter trees spaced closer together—a pattern that has also been shown to reduce speed.

A total of 44 trees have now been planted on the west side of the highway, and plans are to plant trees on the east side next spring. The varieties include hackberry and crabapple.

“It’s a win win situation,” Mr. Halley said. “It improves public safety, it’s aesthetically pleasing, and it’s good for the environment. Wildlife like to feed on the fruit of these particular trees.”

CONTINUED ON PAGE 2

Volunteers Invited to Help Plant 2,000 Daffodil Bulbs

Alumna Margaret (Margo) Hensel recently donated 2,000 daffodil bulbs, and volunteers are invited to help plant them Saturday, October 28.

Locations being considered include near the creek area, near the new amphitheater and Maharishi Vedic Observatory™, and old campus.

Ms. Hensel, who has been a landscape designer for over 30 years, first experienced thousands of daffodils in the UK while researching her book *English Cottage Gardening*. It was an extraordinary experience, and she often uses daffodils in her designs, whether a simple courtyard or a 100-acre estate. She’s eager to create the same experience on campus.

“Thousands of daffodils blow people away,” she says. They also don’t require any maintenance.

Ms. Hensel first had dreams of what the campus could be like when she was a student in the 1970s. “I imagined it would be a place of beauty and inspiration, and I wanted to contribute something everyone could enjoy.”

She hopes her donation will inspire similar donations from others.

Volunteers are invited to help plant the bulbs on Saturday, October 28, at 10:30 a.m.–12:30 p.m. and 1:30 - 3:30 p.m. Meet at the Maharishi Vedic Observatory in front of the Argiro Student Center.
Mr. Halley authored a grant proposal to Trees Forever for the 44 trees, and the planting was a cooperative effort among Trees Forever, DOT, and the City of Fairfield.

“It’s been a labor of love,” Mr. Halley said. “After that first meeting with DOT, I was fascinated by the idea of traffic-calming measures and spent time reading up on it.”

He said the Green Iowa AmeriCorps volunteers on campus, along with MUM Vice President Tom Brooks, played a major role. “I want to thank them – they made a huge difference.”

Dr. Herriott Receives Award from World Peace University in India

MIT World Peace University in India is embracing the potential of the Transcendental Meditation® technique to transform the individual and society, recently giving Professor Scott Herriott a prestigious award and discussing collaborations with Maharishi University of Management.

In addition, Dr. Herriott taught the technique to scores of faculty and students during his 17-day stay, including to the founder of this private university system which enrolls 65,000 students. Many more are signed up and eager to learn.

“The founder was so taken by the idea of Consciousness-Based education that he arranged for me to give a lecture to all of the faculty at this location,” Dr. Herriott said.

He received an especially warm reception from the schools of Vedic science, education, and management, with the head of the school of Vedic science saying that learning the Transcendental Meditation technique is a “no-brainer” and that it would be the preferred approach to meditation in his department from now on.

The head of the education school also strongly supports the Transcendental Meditation technique.

Bill Goldstein, who heads MUM’s international expansion, first connected with this university system two years ago. Then Professor Greg Guthrie and Elaine Guthrie visited there on a recruiting tour a year ago – opening the way for Dr. Herriot’s visit.

The school had been named Maharashtra Institute of Technology until last June, when the founder changed it to MIT World Peace University because of his strong commitment to creating a more peaceful world.

In his lectures at two locations of this university system, Dr. Herriott showed how the Transcendental Meditation technique is based on the Vedic literature, citing three different sources. He spoke about the silent state of mind that is the experience of inner peace, and explained that this is the nature of the Self – non-active and nondual.

He also used the Unified Field Chart from physics to show that this deepest level is the same as the deepest level of existence discovered by science. And he presented slides showing the research how group practice of the Transcendental Meditation and TM-Sidhi® programs is able to reduce crime and conflict and other negative tendencies in society.

Dr. Herriott was presented with a “Dedicated Lifetime Achievement Award” alongside Vijay P. Bhatkar, who is widely revered in India for developing that country’s first supercomputer.

Dr. Herriott’s award recognized his vision, dedication, and devotion toward “innovative practices in the field of education and research, with complete faith in the teachings of the great saints, seers, and scientists of the world, while championing the noble practice of yoga and Transcendental Meditation in promoting the culture of peace in the world.”
Development Office Launches “Legacy Giving” Campaign

Bequests and other legacy gifts are a major source of university endowments nationwide, and now a new campaign is inviting university supporters and alumni to consider making such a gift, said Brad Mylett, vice president of development.

The campaign was first announced last summer at an event for donors before graduation, and earlier this month a mass mailing was sent to university supporters, a new legacy-giving website launched, and expert financial advisors are being made available.

Mr. Mylett says that the wide range of options for legacy giving include gifts while one is living that confer a tax advantage. For example, a supporter can donate a home, take advantage of a substantial tax break, yet continue to live in the house.

Other gift options include a bequest or a charitable trust, or naming MUM as a beneficiary on life insurance, an annuity, or IRA.

The goal of the campaign is to increase the endowment, which is used to assure financial stability to creditors and to provide interest income to support operating expenses or special projects.

“Nothing could be more dear to our supporters than having Maharishi’s knowledge continue for generations to come,” Mr. Mylett said. “They’re eager to ensure that MUM remains a lighthouse of knowledge for America and the world. And they want to ensure that in the future those who appreciate Consciousness-Based education will have a haven in which to study, as well as a center for Super Radiance to provide support for the whole world.”

He said people need not be wealthy to make a legacy gift – that the majority of gifts are from those with a middle income. “It all adds up,” he said.

Gifts could range from a coin collection to a vacation cottage, land, or stocks.

Extensive information is available at mum.giftlegacy.com, including videos and calculators. In addition, those wishing to speak with an expert financial advisor can set up an appointment by calling (641) 472-1180 or emailing plannedgiving@mum.edu.

Dr. Travis Presents at Brazil Conferences on Consciousness

Experts from a variety of disciplines continue to try to understand consciousness, and recently Professor Fred Travis was invited to present his perspective at two conferences in Brazil hosted at top universities in Rio de Janeiro and Sao Paulo.

The conference in Rio took a multidisciplinary approach to the topic – physics, epistemology, spirituality, neuroscience, and philosophy – with Dr. Travis speaking about Maharishi’s understanding of consciousness as primary, underlying all of existence, as well as speaking about his EEG research on the Transcendental Meditation technique.

In Sao Paulo, the focus of the conference was specifically the science of consciousness, with Dr. Travis invited to give a presentation on research on meditation. Speaking to an audience of 350, he described how research shows that different meditation techniques have different effects on the brain. He explained that the Transcendental Meditation technique differs from other meditation techniques, and presented his finding on the EEG signatures associated with Transcendental Consciousness.

Dr. Travis said that there’s increasing interest in Transcendental Meditation in Brazil, and that he met with a member of the nursing faculty who wants to bring the technique to her classes and to do research.

Creative Submissions Invited

Metafore, a new literary magazine published by students in the BFA in Creative Writing, wants your poetry, fiction, and creative nonfiction. See www.metaforemagazine.com for submission guidelines.

Alumnus Invited to Speak to Iowa Architects

Alumnus David Navarrete (’92, ’93), director of research initiatives and content development at Sky Factory, was recently invited to speak at the American Institute of Architects Iowa Convention.

He presented a continuing education course for architects and interior designers, based on a new paper he coauthored with company founder Bill Witherspoon titled “The Restorative Impact of Perceived Open Space.”

The paper explores the power of photo-realistic images of nature to alter people’s perception and experience of interior space. Sky Factory manufactures and sells ceiling and wall panels that give the illusion of viewing the sky or nature scenes through a skylight or window.

In their paper, the authors use neuroscience and principles of environmental design to explore how these “multisensory illusions” give the experience of peace and balance that come from the authentic experience of the depths of nature.

Mr. Navarrete also recently presented the paper at the Planetree Conference in Baltimore. Planetree is a leading nonprofit organization that partners with healthcare organizations around the world to educate medical professionals and enhance the experience of patients.

He has also contributed scholarly articles to Human Spaces, a global forum on biophilic design topics, and will also be featured as a guest contributor in Conscious Cities Journal, which covers the new field of research and practice that focuses on people-centric environments that are aware and responsive.

Low-Cost Taxi Service

A low-cost taxi service subsidized by the city of Fairfield is available within city limits for $2 each way. Call 1-800-227-6390 to schedule a time for the taxi to come. The service operates 8:00 a.m.–5:00 p.m., Monday–Friday.
Halloween Ball
Coming Oct. 27 –
Costume Required

The faeries and goblins of Fairfield have heard the call and have taken over the Fairfield Arts & Convention Center for a night of mischief on Friday, October 27, from 8 p.m. – midnight.

A costume is required for those planning to attend the “Faeries & Goblins Halloween Ball.”

Face painting and masks will be available at the door.

The decor will include blacklight murals by local artists. DJ Veda will be providing the music.

The event is free to MUM students and $5 for MUM staff and the general public.

Courses Starting October 30

Introduction to Sanskrit with Professors Karen M. Aoki & Patricia Saunders

In this course, you will learn to read the texts of the Vedic Literature—such as the Bhagavad-Gita and Ramayan—in the Devanagari script.

Principles of Maharishi Vedic Science in Physics with Professor Johan Svenson

This course looks at the most fundamental understandings of the universe from the perspective of Maharishi Vedic Science and from physics.

Higher States of Consciousness with Professor Thomas Egenes

In this course, you will gain a deeper understanding of higher states of consciousness as described in Maharishi Vedic Science and learn how to cultivate them in your own life.

Learn More at mum.edu/mum-online/noncredit-courses
Questions? Contact de@mum.edu